**Director of Marketing and Development (full time)**

Announced May 3, 2017 – Open until filled.

**Summary**

* This position involves a wide variety of marketing and development responsibilities and a daily and weekly focus on long term projects (e.g., implementing a capital campaign), ongoing priorities (e.g., communicating with and recognizing donors), cyclical projects (e.g., annual events), and repetitive tasks (e.g., writing frequent articles and posting daily on social media).
* This position requires the following overall experiences and skills:
  + Bachelor's degree with at least 5 years of experience in marketing and development. Master’s degree in communications, marketing or similar discipline, or CFRE accreditation preferred.
  + Proven success with individual and corporate giving, major gifts and multi-year pledge programs, planned giving, capital campaigns, grant writing, and fundraising in a nonprofit or small foundation environment.
  + Excellent skills for oral and written communication, interpersonal savvy, customer service, and utilizing interns and volunteers.
  + Highly organized with strong attention to detail and accuracy and aptitude for multi-tasking.
  + High energy, outgoing, team player, and a passion for the Foundation’s mission.
  + Advanced user of the following or similar tools and software – full suite of Microsoft Office and Adobe products, Salesforce, Drupal, social media sites – and a willingness and demonstrated ability to quickly learn new technology.

**Organizational Background**

The Bar Foundation is a nonprofit 501(c)(3) organization, serving the philanthropic needs of the legal community. It is the only foundation in Philadelphia solely dedicated to supporting nonprofit legal aid organizations. The Foundation promotes access to justice for all people in the community, particularly those struggling with poverty, abuse, and discrimination. The Foundation provides grants and other support for legal aid, strengthens the image of the legal profession, and offers opportunities for individual lawyers and firms to engage in public interest and pro bono work.

**General Responsibilities**

* Report to/work collaboratively with Executive Director, Board of Directors, and other staff.
* Form and lead the Foundation’s annual plans and strategies for marketing and development to achieve objectives for revenue, public recognition, and engagement of the legal community.
* Contribute to the overall mission and priorities of the Foundation by securing resources to support its programs and services, growing and diversifying the base of philanthropic support, and increasing awareness of access to justice issues and the Foundation’s work.

**Planning**

* Develop and implement an annual comprehensive plan for marketing and development, in collaboration with the ED and relevant Board committees, with targeted objectives, methods, quantifiable outcomes, and timelines which achieve budgeted goals.

**Development**

* Plan and manage annual events (e.g., Access to Justice Benefit; Golf & Tennis Classic) and other events, including event logistics, vendors, sponsorships, ticket sales, and auctions.
* Secure individual and corporate gifts, including an end-of-year campaign.
* Strengthen programs for major gifts, multi-year pledges, planned giving, and grant writing.
* Form a new $40 million capital campaign in support of construction of an Equal Justice Center building, in which 20 legal aid nonprofits will be co-located. Supervise consultants assisting with the capital campaign.
* Lead communication with donors and potential donors, including efforts to recognize and appreciate Foundation supporters. Update and distribute materials promoting all donor options.
* Obtain and evaluate internal and external data and other information to develop detailed prospect lists and identify useful connections (e.g., individuals, corporations, law firms, foundations).

**Marketing**

* Plan and integrate varied strategies related to all aspects of marketing, communications, branding, messaging, outreach, and public relations.
* Grow positive awareness of the Foundation and its work with civic, government, business, and community leaders, as well as donors in the legal community and others served by the Foundation.
* Lead communications and branding efforts for events, website, social media, media relations, Annual Report, newsletters, and press releases.
* Produce and distribute varied materials that support development and marketing goals.
* Communicate with community champions (e.g., long-time supporters, high profile attorneys, VIPs, community leaders).

**Related Items** – Support all aspects of Foundation operations and priorities:

* The Foundation’s awards and fellowship programs and annual grant-making program.
* Implementation and strengthening of recently upgraded Salesforce CRM and Drupal website.
* Marketing and accounting functions with respect to donor records.
* Other duties as required.

**Equal Opportunity Employer:** The Philadelphia Bar Foundation is an equal opportunity employer and will not discriminate against any employee or applicant on the basis of age, color, disability, gender, national origin, race, religion, sexual orientation, veteran status, or any classification protected by federal, state or local law.

**Salary and Benefits:** An attractive compensation package will be offered, commensurate with qualifications and experience.

**Application Instructions**: Submit a cover letter, resume, and list of references via email to [info@philabarfoundation.org](mailto:info@philabarfoundation.org) with the subject line: Application Director of Marketing and Development 2017.