

VOLUNTEER MINISTRY CENTER

**VMC**

*Opening Doors for a Better Tomorrow*

## Director of Development & Marketing

**Location:** Knoxville, TN

**Reports to:** Executive Director

**Employment Type:** Full-Time, Exempt

**Salary Range:** \$65,000 - \$85,000 (based on experience)

### Position Overview

The **Director of Marketing & Fundraising** is responsible for overseeing all aspects of fundraising, donor engagement, and marketing strategies to advance the mission of VMC. This role focuses on **general fundraising, donor cultivation, donor stewardship, database management, and fundraising operations**, as well as the execution of **annual campaigns, major gifts, and donor appreciation efforts**. The director will also **lead three major fundraising events per year** and actively engage stakeholders, including board members, corporate partners, and community supporters.

### Key Responsibilities

#### Fundraising Strategy & Implementation

- Develop and execute a **comprehensive fundraising plan** to meet revenue goals.
- Currently responsible for **13%** of the \$3M budget with **expectation for growth**.
- Oversee **annual giving campaigns, major gift solicitations, and corporate sponsorship initiatives**.
- Manage donor acquisition and retention strategies to increase long-term giving.
- Research and identify prospective individual, corporate, and foundation donors.

- Create compelling **fundraising appeals, and sponsorship proposals**.
- Collaborate with leadership and board members to develop fundraising priorities and strategies.

## Donor Cultivation, Stewardship & Appreciation

- Build and maintain strong relationships with donors, sponsors, and community partners.
- Develop and implement **donor stewardship programs** to recognize and retain supporters.
- Oversee **thank-you processes, personalized outreach, donor recognition programs, and impact reporting**.
- Plan and execute **donor appreciation events** to strengthen engagement and commitment.

## Database Management & Fundraising Operations

- Manage the donor database, DonorPerfect, to ensure accuracy and data integrity.
- Track donor interactions, contributions, and engagement for reporting and forecasting.
- Develop and implement data-driven fundraising strategies to increase donor retention.
- Generate reports to evaluate fundraising performance and make data-informed decisions.

## Event Planning & Execution

- Plan and execute **three major fundraising events per year**, including a wine & whiskey tasting dinner and auction, a golf tournament and a signature speaking event.
- Coordinate logistics, sponsorships, marketing materials, and event promotion.
- Work with vendors, staff, and volunteers to ensure seamless event execution.
- Develop post-event reports and follow-up strategies to maintain donor engagement.

## Marketing & Stakeholder Engagement

- Develop and execute **marketing and communication strategies** to promote fundraising initiatives.
- Oversee the creation of **campaign materials, newsletters, press releases, and social media content**.

- Strengthen brand awareness and community engagement through storytelling and impact messaging.
- Serve as the organization's public relations representative for fundraising-related activities.

## Qualifications & Skills

- Bachelor's degree in **Marketing, Communications, Non-Profit Management, or a related field.**
- Minimum **5-7 years of experience in fundraising, marketing, or donor relations** in a non-profit setting.
- Proven track record of successful **fundraising campaigns, donor cultivation, and major gift solicitation.**
- Experience managing a **fundraising database/CRM like DonorPerfect.**
- Strong event planning skills, with experience executing **large-scale fundraising events.**
- Exceptional verbal and written communication skills with the ability to craft compelling donor messaging.
- Ability to **build relationships with donors, sponsors, board members, and community partners.**
- Highly organized with **strong project management skills and attention to detail.**
- Experience with **digital marketing, social media, and content creation** is a plus.

## Compensation & Benefits

- Competitive salary (**\$65,000 - \$85,000, depending on experience**)
- **Health, dental, and vision insurance** options
- **Retirement plan with employer contributions**
- **Paid time off (PTO) and holidays**
- **Professional development opportunities**

## How to Apply

Interested candidates should submit a **resume, cover letter, and three references** to [twilliams@vmcinc.org](mailto:twilliams@vmcinc.org). Applications will be reviewed on a rolling basis until the position is filled.