



## JOB OPPORTUNITY

### DEVELOPMENT & MARKETING DIRECTOR

*Position will remain open until filled, but priority will be given to applications received by April 1, 2018*

Cancer Lifeline is currently seeking a **Development & Marketing Director** to lead and grow its fundraising and marketing efforts. The ideal candidate is a seasoned fundraising professional with a passion for authentically connecting with donors, including cancer patients and their loved ones, and creative and collaborative leadership that can help us to increase our revenue and donor base to expand our impact. In addition to being an excellent fundraiser, the successful candidate will be a strong marketing strategist and an effective manager capable of developing and mentoring staff. This is an incredible opportunity for someone who wants a chance to make a significant impact at an organization that is making a difference in the lives of thousands of cancer patients and survivors each year.

### About Cancer Lifeline

For over 40 years, Cancer Lifeline has been dedicated to providing support and services to cancer patients and their loved ones. Our mission is *to optimize the quality of life for all people living with cancer*, and all of our programs are based on the needs of people living with cancer. We offer people choices and information and encourage them to take control. We stress inclusion rather than isolation. Most of all, we provide the environment where cancer patients and their families have the freedom to express feelings without being judged. We do this through more than 800 free classes, support groups and workshops in nutrition, exercise and artistic expression, through our telephone lifeline and by providing direct financial assistance to low income people with cancer. One out of three persons will be affected by cancer in their lifetime and we are unique in the region as one of the only organizations providing these vital services. We are governed by a board of 15 and employ a staff of 8 in Seattle Washington. We also have an active advisory council dedicated to the fundraising success of the organization. Cancer Lifeline's annual operating budget is over one million dollars a year and we have ambitious goals to increase our contributed revenue in the next three years. The Development & Marketing Director will be a key player in Cancer Lifeline's future.

### About the Position

The Development & Marketing Director is responsible for planning, implementing, overseeing and evaluating a comprehensive plan to expand support for the organization. In the years ahead, Cancer Lifeline wishes to increase awareness and understanding of its mission among key stakeholders, as well as significantly grow financial support for its programs. This position will provide strategic leadership and management of integrated development and communication initiatives in order to meet these goals. A significant emphasis will be placed on partnering with the Executive Director to secure major gifts and to design and implement moves management strategies.

**Position reports to:** Executive Director

**Position manages:** Development Coordinator and contract Grant Writer.

## Key Responsibilities

- Develop, implement, and oversee all aspects of Cancer Lifeline's annual development plan and calendar, including board giving, major gift cultivation and stewardship, individual annual giving, corporate giving and sponsorships, foundation grants and events.
- Work closely with the Executive Director and the Board of Directors to steward major donors, including coordinating and leading board and volunteer committees.
- Personally cultivate and solicit contributions and support from individuals, businesses, foundations, and community groups. Develop and implement a cultivation and solicitation strategy for each prospect; actively search for and identify new prospects.
- Motivate and lead a results-driven development and communications team, including responsibility for the hiring, supervision, and evaluation of staff.
- Play a leadership role in integrating marketing strategies with fund development goals, and oversee the planning and implementation of marketing activities in support of those goals. This work includes oversight of the website, social media, press releases, video, newsletter, and annual report.
- Work collaboratively with the Executive Director as a member of the senior management team to address issues of cross-department management and strategic planning.
- Manage budgets supporting development and communication efforts; define and manage functions within available resources.

## Ideal Experience, Skills, and Qualities

- A passion for Cancer Lifeline's mission of optimizing the quality of life for all people living with cancer.
- A minimum of 5 years of experience in fund development, ideally developing and implementing a comprehensive giving program including major gifts, annual giving campaigns, events, grants and corporate giving.
- Demonstrated track-record of raising funds through major donor relationship building and in-person, face-to-face asks, especially securing or collaborating on major gifts of \$10,000 and above.
- Demonstrated success in developing and executing diverse individual giving strategies, including implementing moves management plans.
- Experience creating and implementing successful development materials.
- Experience leading, inspiring, and supervising staff and volunteers.
- Excellent ability to communicate effectively, both orally and in writing.
- An understanding of the importance of team building, a positive outlook, collaboration, flexibility and sense of humor when it comes to working together and accomplishing goals.
- Knowledge of E-tapestry and/or other donor software.
- Bachelor's Degree from four-year college or university; additional education and or credentials in development and non-profit management preferred.

## Compensation and Benefits

This is a full-time exempt position that requires a willingness to work some evenings and weekends and the ability to transport oneself to community appointments as necessary. The salary range is between \$55,000-\$70,000 depending on experience and skills, and includes a generous benefits package.

## To Apply

All applications will be given serious consideration as soon as they are received; please submit your resume and cover letter as soon as possible. In your submission, please describe your particular interest in this organization, and how your skills and experience qualify you for this position. Please apply online by submitting your cover letter and resume in a *single PDF document with your name in the title*, to [jjurjevich@cancerlifeline.org](mailto:jjurjevich@cancerlifeline.org). This position will remain open until filled, but priority will be given to applications received by April 1, 2018.

### **Cancer Lifeline is an Equal Opportunity Employer.**

Cancer Lifeline does not discriminate against individuals on the basis of race, religious creed, color, national origin, ancestry, gender, sexual preference, age, marital status, veteran status, mental or physical disability, or any other legally protected class in its employment policies or other programs and activities.

*For more information about Cancer Lifeline visit our website: [www.cancerlifeline.org](http://www.cancerlifeline.org)*