

**DEVELOPMENT AND MARKETING
DIRECTOR (1806)**

Task List 2024

1. Oversee, identifies, develops, and solicits outside funding sources such as grants, partnerships, corporate sponsorships, and donor cultivation.
2. Develops external relationships, promotes interest, and effectively communicates verbally and in writing to convey the services and impact to potential funders and donors, and neighborhood and community and other organizations.
3. Develops and implements a marketing plan to increase the department's programming visibility and community participation.
4. Oversees and creates an educational and cultural network to enhance the department's development and marketing efforts.
5. Oversees and/or prepare the presentations to donors, foundations, governmental entities, community groups, external organizations, and corporations.
6. Oversees and/or develops, prepares, and communicates promotional and informational material for release to the public and communications media.
7. Manages the department's graphic design and publishing initiatives for publications, print materials, and digital catalogs.
8. Oversees, writes and/or edits promotional or educational materials to release to the public and communications media.
9. Oversees the development of effective marketing campaigns using social media and other innovative digital and marketing tools to promote departmental activities.
10. Oversees and/or effectively communicates with and responds to media and press inquiries.
11. Oversees and/or prepares and coordinates the preparation of the department's annual, progress, and special reports such as social media analysis and performance metrics.
12. Oversees and/or cultivates and maintains an effective working relationship with media representatives.
13. Oversees a computer tracking system that identifies applicable funding opportunities, funding applications, and ensures proper recording of funding sources and compliance requirements. (Funding sources may include grants, partnerships, corporate sponsors, private donors or other sources)

14. Develops the division's rules, regulations, policies, and annual personnel staffing.
15. Development and maintenance of departmental policies specific to social media, media communications, donor relations, and other policies regarding development, marketing, and communications.
16. Selects, orients, assigns, trains, counsels, and disciplines employees using job-related criteria such as education in order to adhere to Equal Employment Opportunity guidelines.