



## JOB DESCRIPTION

**JOB TITLE:** Vice-President of Fundraising, Marketing & Communications

**STATUS:** Exempt

**REPORTS TO:** Interim Chief Executive Officer

**SUPERVISES:** Communications Manager  
Administrative & Events Specialist  
Grants and Development Specialist

**APPROVED By:** Interim Chief Executive Officer      **DATE APPROVED:** May 2023

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### **Primary Responsibilities**

The mission of the National Resource Center on Domestic Violence (NRCDV) is to strengthen and transform efforts to end domestic violence. High-quality, substantive capacity building and education efforts are central to NRCDV's programmatic work to deliver training, technical assistance, and resources to improve community responses to domestic violence and, ultimately, prevent its occurrence.

The National Resource Center on Domestic Violence embraces an intersectional approach to addressing and preventing domestic violence and any form of gender-based violence that works to dismantle all forms of structural oppression and the people it impacts. While NRCDV stands in solidarity with individuals and groups who have been targeted, degraded, threatened, and marginalized, we are committed to remaining racially explicit in actualizing our Theory of Change: *If we center the lived experiences of survivors of color in order to end systemic racism, we will attain safe and thriving communities.*

The Vice-President of Fundraising, Marketing and Communications is responsible for planning, development, and implementation of all NRCDV's marketing strategies, communications, and public relations activities, both external and internal. This position is responsible for successfully creating, leading, and implementing an integrated resource development strategy and developing new relationships, while maintaining existing relationships to build the organization's visibility, impact, and diversify its financial resources.

This individual will be responsible for raising private sector funds to support NRCDV's initiatives and leading the development and implementation of organization-wide strategies to increase the fundraising capacity. This will involve identifying, organizing and coordination of fundraising activities for NRCDV with a focus on unrestricted funding

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*NRCDV Vice-President, Fundraising, Marketing and Communications*

sources and new opportunities to obtain ongoing and increased support from corporations, foundations, public and private organizations, faith communities, and individuals. In coordination with the CEO and the Board, The Vice-President of Fundraising, Marketing and Communications will lead efforts in cultivating and soliciting major gifts from individuals, corporations, foundations, and others.

This position will provide visionary and mission driven leadership to the NRCDV's Communications Team. The Vice-President will work closely with Communications and Development Team to develop and implement a comprehensive communications and marketing plan designed to support NRCDV's fund development activities.

Additionally, this position will work across NRCDV's team to ensure that the appropriate systems, staffing, and procedures are in place to properly and reasonably support marketing and communications, using an equity framework.

The Vice-President is a member of NRCDV's Leadership Team and works together with its team members to provide strategic leadership and operational management of the organization.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES**

1. Develop and implement short and long-range goals to diversify funding resources in collaboration with the CEO, the Board of Directors, and the Leadership Team to further advance NRCDV's mission and Theory of Change, including but not limited to:
  - Provide strategic direction for and ensure the development and progress of NRCDV's fund development plan in collaboration with the CEO and Board of Directors, while ensuring alignment with NRCDV's Theory of Change and strategic plan;
  - Lead the efforts to raise \$3-4.5 million annually – with plans to grow to \$6 million in the next three years through corporate, individuals, foundations and/or state/city funding;
  - Develop and manage all solicitation efforts including annual appeals, identifying grant funding opportunities, donor targeting, event planning, major and planned giving, endowed giving and bequests with a focus on increasing sustainable unrestricted, private revenue;
  - Create and implement strategies for identifying and cultivating new sources of corporate and foundation funding;
  - Build, implement and participate in each step of the donor pipeline by leading the organization's strategy for cultivating and retaining individual donors of all levels, including major donors and annual donors in coordination with the Board of Directors and NRCDV staff;
  - Prepare monthly analytics and reporting for the CEO and the Board of Directors which measure progress towards achieving goals outlined in the strategic plan;

- Keep up to date on current fundraising programs, practices and procedures used in the nonprofit sector and inform the Board of Directors and rest of the Transformation Team of items that would benefit NRCDV;
  - In collaboration with the IT Director and Communications and Development Team evaluate and drive the use of new technology funding vehicles including social media and electronic platforms aligning the organization's website and online tools for supporters; and
  - Ensure donor database integrity by managing data in the accounts, confirming entry and accuracy with all supporting documentation.
2. Work closely with Board of Directors and Fund Development Workgroup to lead the creation and implementation of development strategy including but not limited to:
- Initiate and plan goals and activities for the Board Fundraising Committee meeting in close coordination with the Chair of the committee and the CEO;
  - Attend board meetings and board committee meetings and report on development activities as needed, in coordination with the CEO and the Executive Administrative Specialist;
  - Serve as an ambassador and spokesperson for the organization and articulate its mission to external constituents;
  - Together with the Leadership Team, educate and train board members and staff in donor cultivation and professional fundraising techniques;
  - Work with the CEO to ensure board members are engaged and energized by their association with organization;
  - Collaborate with the Vice-President of Finance and Operations to develop and produce regular analytic reports for staff and Board that synthesize the financial progress and trends of fundraising activities;
  - Offer leadership and motivation to relevant staff and other board members in carrying out their development responsibilities.
  - Partner with the CEO and Board Chair as appropriate on solicitation calls, meetings, etc. When appropriate, personally conduct major gift solicitations;
  - Work with Communications and Development Team, NRCDV staff and Board of Directors in general to implement a marketing plan designed to support NRCDV's fund development activities including identifying potential media opportunities and stories to support NRCDV's fund development goals and activities; and
  - Plan and coordinate the goals and activities of the staff Fund Development Workgroup.
3. Solicit and prepare grant proposals in collaboration with NRCDV staff to secure additional sources of funding to grow and enhance the mission of NRCDV. Prepare systems and maintain all grant portfolios while monitoring and assuring compliance with the funding agency, audit and programmatic guidelines including timely submission of grant applications and reports utilizing funders' on-line systems,

including but not limited to:

- Lead researching and evaluating funding announcements to identify those that align with the NRCDV Theory of Change, mission and priorities using in-house decision-making tools;
  - Collaborate with NRCDV staff to complete all stages of proposal development, from identifying sources and collaborators, preparing budgets and required proposal elements, securing appropriate signatures and competing proposal submission by due dates;
  - Organize current grants by funding source, complying with the life cycle activities, and updating relevant staff;
  - Ensure grants applications platforms are up to date and assist with setting up timelines & deliverables for grant applications;
  - Work with projects' lead staff to compile necessary information for reporting on awarded grants;
  - Maintain an up-to-date database for all proposed and awarded grants documenting on-going status, tracking, and reporting; and supervise the organizing, maintaining and archiving grant files per document retention policies.
4. Lead and support the development and sustainability of the organization by ensuring that operational infrastructure is effective and supports the programmatic objectives, including but not limited to:
- Supervise special events staff in planning, while critically evaluating return on investments;
  - Provide strategic guidance and support to the Communications and Development Team to ensure communications have consistent messaging and branding in all print and online donor communication vehicles;
  - Provide strategic and marketing oversight to all donor materials, and strategic support on the full range of external stakeholder communications;
  - Effectively manage the fund development budget and income forecasts;
  - Partner with the finance team to sustain efficient, effective and transparent financial tracking and reporting processes for donations;
  - Develop clear processes and collaborate with all other departments within the organization to create an understanding of and appreciation for the fund development function, and
  - Foster an environment of cohesiveness and collaboration within the team.
5. Provide overall leadership and oversight to creation, implementation of NRCDV's Communications Plan, with a particular focus on its online communication. Work with the IT Director, Communications Manager, the Leadership Team and key NRCDV staff and consultants to lead the ongoing development of website content, within the context of the organization's overarching messages and issue specific direction, including but not limited to the following:

- Develop, implement, and evaluate an annual marketing and communication plan that includes social media, print and digital content, and email marketing;
  - Streamline the effectiveness of NRCDV's communications, branding and marketing;
  - Ensure that NRCDV's story and brand identity and messaging are infused in all organizational efforts (programming, resource development, etc.);
  - Collaborate with Director of Research and Evaluation to evaluate marketing and messaging campaigns related to programs, special events and donor cultivation;
  - Oversee the flow of online resource development across the organization to ensure consistent, sound, logical pattern of resource dissemination and website engagement;
  - Enhancing and refining the NRCDV's social media strategy, including guidelines and best practices for posting (tone, content, etc.) on various social media platforms and channels;
  - Use existing online/interactive tools and platforms (e.g., webinars, Facebook, Twitter, blogs, etc.) to advance exposure of the NRCDV to a broader online audience;
  - Ensure that social media is used as a core service and an engagement opportunity for programs and campaigns;
  - Collaborate with IT Director and Communications Team to update all websites and toolkits- including VAWnet.org, preventIPV.org, DVAP.org, NRCDV.org/RHYDVToolkit, Safe Housing Partnerships.org, transformgbv.org, among others- as critical awareness and capacity building tools.
  - Collaborate with IT Director and Communications and Development Team to ensure each website is clearly and consistently branded via social media.
  - Designing and utilizing methods to consistently measure the effectiveness and impact of communications efforts.
6. Provide positive and visionary leadership to NRCDV's Communications and Development Team as a member of the NRCDV's Leadership Team centering NRCDV's commitment to racial justice.
- Provide positive and inspirational supervision to NRCDV's Communications and Development Team that is consistent with NRCDV's Empowerment Principles and fosters ongoing professional development opportunities and growth for individual team members;
  - Ensure the continued development and management of a visionary, mission-driven, impactful and efficient organization and the implementation of effective decision-making processes related to budget, organizational structure, priority-setting, and ongoing program evaluation that are consistent with NRCDV's core values;
  - Work with other Leadership Team members to cultivate and sustain a strong

and transparent working relationship with the Board of Directors to ensure open communication about the measurement of financial, programmatic, and impact performance against stated milestones and goals; and

- Participate in NRCDV meetings and trainings, as requested, and in NRCDV staff and planning meetings and in-service trainings as required.

## **QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### ***Education and Experience***

- Minimum five to ten years of demonstrated experience, including leading the communications, marketing, public relations, and development activities of a nonprofit with a demonstrated commitment to gender, racial, social, and economic justice.
- Demonstrated skills, knowledge and experience in the successful development and execution of marketing campaigns, communications, and public relations activities.
- Demonstrated experience overseeing the development of online and print content and resources.
- Demonstrated understanding of branding and marketing through multiple platforms.
- Proficiency with fundraising software required.
- Experience with staff and board management, engagement, and development.
- Demonstrated success in developing and implementing effective fundraising strategies.
- Proven track record of meeting annual organizational fund development goals.
- Proven track record of developing successful relationships and partnerships with other companies and organizations.
- Donor communications experience.
- Creative, independent, and strategic thinker.
- Strong strategic planning and project and budget management skills
- Excellent people skills, with demonstrated experience collaborating with a diverse team.
- Bachelor's degree in the areas of communications and marketing related field.
- Any equivalent combination of education, experience, and training.

### ***Communication Skills***

A proven track record of strong written and oral communication skills and the ability to communicate with others to understand them and to be understood, including demonstrated meeting facilitation and training skills. Ability to write effective press releases. Ability to prepare clear, accurate and concise reports, and assist in the development and revision of pertinent organizational marketing materials. Ability to adapt writing style to suit different audiences and project types, including an understanding of writing specifically for the web and various social media platforms.

### ***Project Management Skills***

Demonstrated program development and project management skills, including the ability to work effectively across teams and with consultants. Demonstrated team- building, limit-setting, problem-solving, creative, and analytical thinking and organization skills.

### ***Computer Skills***

Significant computer proficiency with knowledge of Apple computers and experience with Microsoft Office, Adobe Suites, and fundraising software. Experience with using web design and content management software/systems.

### ***Language Ability***

Ability to write routine reports and correspondence. Ability to speak effectively before groups. Ability to read and interpret a variety of documents.

### ***Reasoning Ability***

Demonstrated understanding of process for critical thinking to promote effective communications strategies. Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, verbal, diagram, or schedule form.

### ***Math Ability***

Ability to read, interpret, organize, and analyze data.

### ***Other skills, abilities, and behaviors important to the NRCDV***

To be a successful member of the NRCDV team, an individual should demonstrate the following:

**Shared vision and direction** – Participate in opportunities to provide thoughtful feedback about the organizational vision, strategic plan, and mission. Seeks out information, engages with colleagues, and attends meetings to assist in fully understanding how the individual job fits into the full scope of the organization.

**Teamwork** – Collaborates and communicates within and across teams, enabling organizational workflow and positive partnerships. Responds to challenges and opportunities and is flexible and willing to pitch in and try new things, sometimes outside the scope of normal duties. Actively participates in discussions, surveys, retreats, evaluations, and other means of communication.

**Ethics & Integrity** - Values and treats co-workers and organizational partners with respect and consideration regardless of status or position. Approaches situations with diplomacy, tact and discretion; inspires the trust of others.

**Valuing Diversity** - Celebrates diversity and shows respect and sensitivity for cultural differences.

**Personal Accountability** – Contributes to the formation of organization and project goals, meets the expectations of the organization and funders, and monitors personal progress

toward goals and objectives that relate to areas of responsibility.

**Problem-solving and Continuous Improvement** – Actively participates in identifying barriers and challenges in the work environment and works to help overcome them by creating solutions and doing the very best work they can to move the mission forward. When a performance problem is identified, addresses it and does the best to make the corrections needed to succeed.

**Judgment and Decision-Making** – Actively contributes best ideas and critical thinking to help make the strongest decisions possible when involved in decision-making; includes appropriate people in decision-making process; makes timely decisions within the scope of responsibility.

**Dependability** - Responds to management direction while taking responsibility for own actions; keeps commitments; completes tasks on time or notifies appropriate person with an alternate plan.

**Adaptability and Innovation** - Adapts to changes in the work environment and opportunities; manages competing demands; changes approach or method to best fit the situation; able to deal with frequent change, delays, or unexpected events.

**Safety and Security** - Observes safety and security procedures; determines appropriate action beyond guidelines; reports potentially unsafe conditions; uses equipment and materials properly.

**Fiscal Responsibility** - Works within approved budget; conserves organizational resources.

## **PHYSICAL DEMANDS**

While performing the duties of this job, the employee is regularly required to communicate with others, move and sit frequently. The employee may also be required to lift or move objects of up to 20 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus. The physical demands described above are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## **WORK ENVIRONMENT**

The noise level in the work environment is usually quiet, but with constant interruptions.

## **TRAVEL REQUIREMENTS**

Travel between NRCDV office in Harrisburg, PA and Washington, DC required, as well as other more frequent national travel.