



**MacDonald Training MTC, Inc.  
Team Member Position Description**

<b>Position Title</b>	Director of Development & Marketing	<b>Reports To</b>	President/CEO
<b>FLSA Status</b>	Exempt	<b>Original</b>	October 1, 2006
<b>EEO Status</b>	Official/Manager	<b>Revised</b>	February 1, 2022

<b>Standard Hours:</b>	Monday through Friday from 8:30 a.m. until 5:30 p.m. Hours may vary depending on business needs.
<b>Supervisory Responsibilities:</b>	In collaboration with the CEO, the Director of Development and Marketing defines the strategic approach of all development and marketing activities. The director personally executes on that strategy and guides a small team of development and marketing associates as they support these efforts.

<b>Position Qualifications:</b>
Bachelor's degree in Business, Marketing, Communication, or Public Relations or a related field required. A minimum of 5-years of fundraising and marketing experience is required. An understanding of funding streams and all regulatory requirements is preferred. Proven effectiveness in fundraising and communications is required. Must pass Level 2 background screening, local law enforcement and drug screening. Must have valid Florida Driver's License.

<b>Training Requirements</b>
Training in HIPAA, Zero Tolerance, DCCC, CPR and First Aid, and HIV/Aids/Infection Control. Valid and current Florida Driver's License, Customer Service Training, EEOC and Affirmative Action Training.

<b>Knowledge, Skills, and Abilities:</b>
Has exceptional interpersonal, communication, and writing skills and the ability to make connections with a wide variety of stakeholders. Is culturally sensitive, disability sensitive, and socially perceptive. Has a high level of integrity and dependability with a strong sense of urgency. Demonstrated leadership experience, including, setting goals that align with organizational priorities and meeting the goals within specified timeframes, setting and exceeding revenue targets, and challenging the status quo and innovating in area of expertise. Demonstrated ability to manage complex projects and lead a team in the execution and successful completion of critical tasks. Exceptional fundraising skills and the ability to keep a variety of audiences informed, engaged, and involved. Proven ability to meet and exceed fundraising goals. Expertise in effective marketing and communications strategies. Actively learns, listens, communicates, and problem solves. Naturally collaborates with others, makes decisions, and effectively coordinates various departmental efforts to achieve organizational strategic direction.

<b>Physical Requirements:</b>
Standing, Lifting 20 lbs. unassisted, Filing, Stooping, Collating, Sitting, Walking, Typing, Driving

<b>Core Position Values:</b>
<ul style="list-style-type: none"> <li>• Act in good faith and in the best interest of the individuals served.</li> <li>• Treat others with dignity and respect at all times.</li> <li>• Respect the opinions and choices of co-workers and the individuals served.</li> <li>• Act as a responsible team member by demonstrating courtesy, integrity and cooperation.</li> <li>• Encourage the independence of the individuals served by promoting self-advocacy.</li> <li>• Be accountable for meeting the expectations of all our stakeholders.</li> </ul>

**Primary Position Duties:**

- Advocates successfully for the individuals we serve.
- Alongside the CEO, designs development and marketing strategies that align with MTC's vision and mission.
- Leads the execution and continuous evaluation/improvement of the development and marketing strategy.
- Leads by example to motivate a high-performance development and marketing team and fosters a people-focused and success-oriented culture.
- Promotes honest, direct, and thorough communication among departments to create a spirit of unity in the organization.
- Oversees all aspects of fundraising, including major donors, individual giving, sponsorships, grants, and government affairs.
- Fundraises and supports CEO in fundraising as appropriate to meet and exceed MTC goals.
- Strengthens current, and cultivates new donor connections, to support MTC fundraising efforts and build long-lasting relationships that further MTC's mission.
- Identifies new sources of funding to diversify MTC's contributed revenue.
- Tracks, monitors, and reports on contributed revenue trends, effectiveness, outcomes, and deliverables related to each funding source.
- Ensures exceptional donor database and financial recordkeeping.
- Executes marketing approach, to include networking, sales, advertising, public relations and community events.
- Maximizes exposure of MTC and its services through effective forms of media and communications channels.
- Plans and manages outreach events.
- Oversees MTC's volunteer program and spearheads community relations activities.
- Assists in the identification and recruitment of board members and community volunteers with interest and expertise in MTC's activities.
- Works closely with CEO to oversee external communications to ensure adherence to and consistency of branding and messaging both internally and externally.
- Complies with all MTC policies and procedures including, but not limited to, safety and emergency procedures, requirements of the Agency for Persons with Disabilities (APD), CARF and other regulatory agencies.
- As assigned, serve as a liaison to the Board of Directors.
- All other duties as required of this position and assigned by the President & CEO.

Employee Signature

Date

Supervisor Signature

Date

**The provision of a position description in no way alters the at-will nature of employment at MacDonald Training MTC Inc. MacDonald Training MTC Inc. is free to change the duties of any position and/or delete this position at any time and for any reason.**