

The Immigrant Welcome Center

Job Description: Director of Development and Marketing

Department: Administration

Status: Full-time, exempt

Supervisor: CEO

Salary: \$45,000 - \$75,000 (commensurate with experience and education)

The mission of Immigrant Welcome Center (IWC) is to be a trusted partner and advocate for all immigrants. We are committed to ensuring that our communities are welcoming and have resources so that all immigrants can thrive. IWC team members enjoy a collaborative, ambitious, mission-focused culture; flexibility for home and office-based work; supportive benefits (including health insurance); flextime and time-off arrangements that support healthy integration of work and life demands.

Position Summary

The purpose of the Director of Development and Marketing is two-fold. First, to manage activities related to fundraising, including individual and corporate giving, special events, grant writing and grant reporting. Second, to manage the Marketing and Communications Coordinator, ensuring there is cohesive and consistent branding across all marketing and communications platforms.

Responsibilities

Individual Giving

- Establish Annual Fund plan (cultivation, solicitation, and stewarding) in partnership with CEO and Development/Marketing Committee of Board of Directors.
- Execute all annual fund activities including strategizing specific campaign activities, segmenting audiences, writing appeals.
- Identify potential major gifts (\$1,000+) and work closely with CEO to strategize their cultivation, solicitation, and stewarding.
- Strategize and execute all development communication channels including print, digital and socialmedia.

Corporate Giving

- Develop corporate sponsorships by identifying, cultivating, soliciting, and stewarding sponsors.
- Participate in annual planning of large fundraising event (Live Local Think Global) with a focus on sponsorships.

Grants

- Manage grant schedules.
- Write grant proposals.
- Identify new grant opportunities.
- Ensure there is communication of grant information and requirements with program leads as needed.
- Collaborate with program leads to discuss potential grant opportunities.

Gift Management

- Maintain a highly functional donor database (currently Salesforce).
- Oversee the process of funds received, including gift entry.
- Create gift acknowledgements.

Supervision of Marketing and Communications Coordinator

- Review and approve social media posts, stories, reels, fundraising, etc.
- Provide guidance around reporter requests for interviews.
- Work with coordinator on press releases.
- Review and approval of marketing materials.
- Provide guidance on tabling events when necessary/requested.

General Organization Support

- Work closely with marketing on website strategy and content and ensure a cohesive, authentic, positive brand.
- Staff the Development/Marketing Committee of the Board of Directors.
- Participate in department and all-staff activities.
- Process mail, including incoming donations.

Success Indicators

Success in this role is indicated by the following:

- Achieve agreed upon fundraising goals.
- Meet project deadlines.
- All materials produced reflect well on the organization.
- Records are clean and organized such that meaningful data can be pulled from them.
- Display a positive attitude about the rights and opportunities for immigrants.
- Foster feelings of confidence and collegiality with colleagues, board members, volunteers, and other stakeholders.
- Seeks opportunities to collaborate with program team.
- Marketing and Communication goals as indicated by strategic plan and work plan are on track.
- Director report feels supported.

Work Responsibilities & Requirements

- Works 2 days in the office, 2 days remote, and 1 hybrid day where you can be remote or in-person.
- Flexible working schedules, 8-hour shift Monday – Friday. Choose your start time between 8:00am-10:00am, and end time between 4:00pm -6:00pm.
- Some evening and weekend work is required (flex time available).
- Extensive administrative work on computer and phone.
- Any other duties and responsibilities assigned by CEO/COO.
- A valid Indiana driver's license is required.

Required Qualifications & Skills

- Bachelor's degree with at least 5 years of experience or Graduate's degree with at least 2 years of experience. (Degrees accepted from any accredited university.)
- Experience with donor database management (Salesforce and Classy preferred).
- Professional and clear communication skills.
- Knowledge and understanding of issues of immigration, including race, class, and gender, and the ability to assist others to develop that type of understanding.
- Fluent in English.
- Authorized to work in the United States.



Preferred Qualifications

- Fluent in another language.
- Lived experience as an immigrant (in the U.S. or abroad), or a child of an immigrant.
- Graphic design skills used in designing meaningful graphics for social media posts and newsletter layouts (digital and print).
- Proficient in Microsoft office suite, social media platforms, and internet research.

This is an immediate opening, applications will be reviewed on a rolling basis.

IWC is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.

Please email your resume, cover letter, and references to our Chief Operating Officer, Christina Arrom Garza (carrom@immigrantwelcomecenter.org). Subject line should read: Applicant for Director of Development and Marketing.