

Director of Development and Communications ("DODC")

Full-time Salaried
40 Hours/week

Merrimack River Feline Rescue Society (MRFRS) is a nationally recognized, non-profit, volunteer driven organization with a mission to improve the lives of all cats and provide support and education for the people who care about them. Founded in 1992, MRFRS prides itself on the profound and measurable effect they have had on feline overpopulation, the care and management of cat colonies and the welfare of cats. Their innovative programs and committed staff have impacted the lives of more than 128,000 cats. For more information about the Merrimack River Feline Rescue Society, please visit mrrfrs.org.

Position Summary:

The DODC is a member of the management team and responsible for driving vital revenue streams which allow Merrimack River Feline Rescue Society (MRFRS) to achieve its mission and maximize its impact in the community. Reporting to and in partnership with the Executive Director (ED), this role will create and execute on all fundraising, communications and marketing strategies.

Responsibilities:

- Create and execute on a comprehensive annual development strategy designed to meet/exceed budgeted fundraising goals.
 - Grow the base of donors and increase the level and frequency of giving.
 - Identify mid-level donors with propensity for increased giving and work with the ED and Board of Directors (BOD) Development Committee to create donor-specific strategies for cultivation and stewardship.
 - Identify and build relationships with new major gift prospects.
 - Direct fundraising campaigns including but not limited to:
 - Spay/Neuter Appeal (February)
 - Fiscal Year End Appeal (Spring)
 - Holiday Appeal (December) Annual Appeal (Year End)
 - Provide comprehensive capital campaign support.
 - Develop and maintain relationships with local businesses related to fundraising.
 - Research grants, write and submit grant proposals for funding of specific projects.
 - Analyze key growth metrics and provide monthly progress reports to ED and BOD.
- Optimize effectiveness of historical fundraising events (Strut for Strays, Fur Ball Gala, Kitten Shower, Whisker Wonderland, etc.) and make recommendations on new initiatives, as appropriate. Implement all aspects of major fundraising events including budgeting, agenda and activities, auction solicitation, volunteer management, vendor coordination and event follow up.
- Develop and implement a communication strategy to promote the mission and activities of MRFRS and support development goals.
 - Maximize website, blog and social media presence.
 - Create and manage organization's internet fundraising program and online donor cultivation and stewardship.
 - Design and production of annual Fact Sheet outlining MRFRS' accomplishments.
 - Craft official messages for public/press including crisis management.
 - Oversee the design and production of newsletters.

Requirements:

- 5+ years of fundraising experience (specifically annual fund development) with a track record of meeting/exceeding fundraising goals
- Strong knowledge of organizational marketing and branding
- Bachelor's degree in business management or a related field
- Must be a creative, self-starter who can marshal resources and drive for results
- Strong organization, problem-solving, management and interpersonal skills
- Effective oral and written communication skills and the ability to present and speak publicly.
- Ability to operate as part of a team and work well under pressure in a fast-paced work environment.
- Candidate must have a love of people and pets and have no allergic condition that might be aggravated by exposure to animals.

Please send a cover letter and resume to: info@humanenetwork.org