



Hiring Announcement

Director of Development & Marketing

Rest Stop Ministries, Inc., a faith-based 501c3 in the Greater Nashville TN area dedicated to comprehensive, holistic, trauma-informed healing and economic empowerment of female survivors of sex trafficking and commercial sexual exploitation, is recruiting for a dynamic Director of Development & Marketing to join our leadership team. The ideal candidate will possess a passion for serving our unique client population, and will have experience in the Development function within the Nonprofit sector, preferably with an established presence in the Middle TN philanthropic community.

Position: Director of Development & Marketing

Summary:

The primary objective for the Director of Development & Marketing is to increase revenue and brand awareness through effective strategies for funding and marketing the mission & vision of Rest Stop Ministries, a long-term residential restorative program for adult female survivors of sex trafficking and sexual exploitation.

The primary responsibilities include directing all aspects of donor relations from cultivation, solicitation, and appreciation to managing the donor development database/CRM and providing associated analytics reports. Related responsibilities include directing branding and strategic communication.

This position reports to the Executive Director and collaborates with the Senior Director of Finance & Administration. This position supervises and teams with the Community Engagement Manager who is primarily responsible for content creation and constituent engagement within our varied marketing channels and brand guidelines, as well as recruiting & orienting volunteers, and assisting with events management.

Principal Duties:

- Work with Executive Leadership to create and implement annual fundraising plans and goals in keeping with the organization's culture & core values and philanthropic philosophy.
- Identify, implement, and manage a donor stewardship program for the cultivation, solicitation, and ongoing relationship management of individual, church, corporate, and foundation donors.
- Own the CRM/donor database (currently Kindful and Salesforce) keeping accurate, up-to-date records, and produce regular reports and analytics for Executive Leadership.
- Manage the \$1M Annual Fund, grow monthly donors, grow major gifts, establish & facilitate planned giving/legacy giving and stock giving opportunities.
- Plan and oversee logistics for fundraising and donor events, primarily the Annual Gala and other special events, in collaboration with the Executive Director and assisted by the Community Engagement Manager.
- Serve on the Grants Team with shared responsibility for grant opportunity research, grant writing, grant reporting and grant tracking.
- Direct strategic communication and brand management through all marketing channels such as website, social media, newsletters, impact reports, etc. and supervise the work of the Community Engagement Manager as primary team member.

- Team with the Executive Director and Community Engagement Manager, to manage and maintain community relationships with all key stakeholders and potential partners, which will include public speaking and training presentations.
- With the Executive Director and according to policy, oversee media relations and publicity efforts to promote the agency
- Develop annual budget requests for your areas of responsibility in coordination with the Senior Director of Finance & Administration.
- With Senior Director of Finance & Administration, manage external creative, media and web development vendors to ensure optimal delivery of scope of work.
- Participates as a member of the Leadership Team, supporting the overall success of the organization and alignment of activities to strategic priorities.

Qualifications:

The most competitive candidates will possess:

Education and Experience

- Minimum bachelor's degree; master's degree in nonprofit management or related fields preferred (CFRE, Marketing, Business, Liberal Arts)
- Minimum 3 years' experience in development, fundraising, sales, branding, marketing, relationship building; nonprofit experience preferred, supervisory experience preferred.

Knowledge, Skills, Abilities, and Competencies

- Fundraising and/or sales
- Excellent customer service
- Strong working knowledge of Microsoft Word, Excel, PowerPoint, and a CRM (Kindful or Salesforce a plus)
- Strong written and verbal communication skills; public speaking skill
- Strong nonprofit sector knowledge
- Well-versed in a variety of communication and marketing platforms/tools (Mailchimp, Publisher, Canva, Later, etc.)
- Grant writing
- Budget creation & management
- Range of stakeholder relationship management
- Strong attention to detail with a positive, problem-solving approach
- Team player adept in a fast-paced environment with competing priorities and deadlines
- Reliable transportation is required – travel throughout community reach expected; mileage reimbursement or/agency vehicle usage considered beyond reasonable radius
- Mobile phone required as a tool of business; monthly reimbursement of \$25

How To Apply:

To apply, please submit a resume and cover letter expanding on your specific interest and qualifications to rondysmith@reststopministries.org . Phone calls will not be accepted. **Priority will be given to submissions received by February 19, 2024.**

Employment will be subject to background check, references, and verification of information supplied.

Details:

Starting Salary Range: \$45,000-\$50,000, commensurate with experience and qualifications
Health Benefits: RSM offers a Healthcare Reimbursement Arrangement (HRA)
Date Posted: 2/8/2024
Position Type: Full-time, Exempt
Job Function: Fundraising/Revenue Development
Service Area: Nonprofit Sector, Community Development
Work Location: Wilson County, TN
Working Hours: Regular Monday-Friday 9am-5pm; flex for special events