

DIRECTOR OF ENGAGEMENT

JOB TITLE: Director of Engagement
DEPARTMENT: Marketing and Fundraising
ACCOUNTABILITY: Executive Director
SUMMARY: Under direct responsibility of the Executive Director, the Director of Engagement is responsible for creating and managing a broad-based communications and marketing plan that incorporates social and print media, direct mail, newsletter and email blasts, and advertising to generate financial support and increase public awareness about RHSPCA's mission and programs. The position oversees paid and volunteer staff.

DUTIES AND RESPONSIBILITIES

General:

1. Model and promote a culture that is professional, welcoming, collaborative and free of judgment.
2. Create and implement Marketing and Fundraising plans to achieve the Marketing and Fundraising goals.
3. Manage the RHSPCA website, Facebook page, Instagram and other social media outlets.
4. Implement industry best practices and organizational policy.
5. Plan, build capacity, organize, coordinate, review, evaluate and direct efforts of assigned staff to achieve the Marketing and Fundraising goals in support of the organization's mission.
6. Facilitate learning to promote staff (and volunteer) growth and development.
7. Ensure legal compliance.
8. Perform duties in a manner which encourages attainment of RHSPCA goals.

Marketing:

1. Create and manage the social media program, including designing an effective social media effort that promotes RHSPCA programs, activities and events. Employ interns (or paid staff) to assist.
2. Create and manage email marketing programs for the four constituencies: staff/volunteers, donors, prospective donors, community education (?)

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3. Create promotional and print materials in cooperation with RHPSCA staff that highlight the organization's mission, programs (intake diversion, community cats, foster, volunteer, adoptions).
4. Maintain the RHSPCA website.
5. Staff and manage RHPSCA's Marketing Committee, including establishing and facilitating meetings, producing materials, and identifying, recruiting and training new volunteer leaders.
6. Produce an annual report, presentations and other print materials.
7. Assist in creating general publicity and public relations materials, including media releases, op eds, and TV and radio scripts or talking points.
8. Ensure adherence to the RHSPCA style guide standards for all internal and external communications.

Fundraising:

1. Develop a comprehensive fundraising plan to meet the short and long term revenue goals.
2. Conceptualize, design and execute direct mail and online fundraising appeals. (including quarterly newsletters) in partnership with the executive director.
3. Develop and oversee a business sponsor program to generate ongoing revenue for the Rockingham Harrisonburg SPCA.
4. Responsible for donor acknowledgement, recognition and engagement efforts. To include receipting for gift
5. Responsible for pre- and post-award grant management, including seeking out grant funding opportunities, writing and applying for grants, data collection and reporting.
6. Assist with fundraising events.

Staff Oversight:

The Director of Engagement will oversee two paid part time employees as well interns and volunteers to accomplish the department's goals. The responsibilities include:

1. Plan, build capacity, organize, coordinate, and direct efforts of direct reports to achieve the marketing and fundraising goals in support of the organization's mission.
2. Maintain staff schedule, review, and approve timecards and PTO requests.
3. Hire, train and develop staff, interns and volunteers.

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4. Monitor performance and conduct evaluations.
5. Provide meaningful feedback.
6. Set goals.

Budget and Planning:

1. Plays an active role in budget planning and monitoring expenditures including payroll and department expenses.
2. Participates in strategic planning and contributes towards big picture organizational goals.
3. Ensure adherence to approved budget and conserve finances whenever possible.

Job duties and responsibilities may change as organizational needs change and grow.

KEY PERFORMANCE INDICATORS:

- Donor retention (after 1st year)
- New donors
- Online donations (\$); total donations (after 1st year)
- Growth of social media platforms
- Engagement on social media platforms

EXPERIENCE, ABILITIES AND QUALITIES REQUIRED:

- Bachelor's degree + 5 years work experience.
- Minimum of three years experience managing staff.
- Proficiency in at least one: MS Office or Google Workspace.
- Demonstrated leadership and organizational skills in a high-paced development environment.
- Experience with at least two of the following: fundraising events, on- line fundraising, direct mail fundraising.
- Training or work experience in the non-profit sector, particularly in the development field, is preferred.
- Experience in cost-effectively managing fundraising events and programs.

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- Social media and marketing experience, preferably with an animal welfare agency.
- Proven ability to maintain poise and to manage multiple assignments efficiently.
- Ability to build partnerships and gain consensus with co-workers, volunteer leaders and peers.
- Experience in working with, and managing, volunteers is strongly preferred.
- Maturity, good judgment and professional appearance.
- Well organized with good writing and public speaking skills.
- Comfortable and skilled in working with a culturally diverse organization.

COMPENSATION:

This is a salaried position offering a competitive pay scale of \$70,000 - \$75,000, based on experience. After a period of employment, the Director of Engagement is eligible for health benefits and PTO.

NATURE OF EMPLOYMENT:

The Director of Engagement is an exempt position, which generally requires a minimum of 40 hours per week.

There is no minimum period of employment guaranteed or implied by acceptance of an offer of employment. It is the policy of the RHSPCA that employment for this position is at will, which means that employment for no specified term and the employee or agency may terminate that employment at any time without cause. This job description serves as a guide.

Employee Signature

Date