



JOB ANNOUNCEMENT
Director of Development
aka
Director of Stories, Fun & Money

WHO WE ARE

The National Alliance on Mental Illness (NAMI) is the nation's largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness. The NAMI organization operates at the national, state and local level. NAMI Washington was established in 1979 and provides educational resources and events, statewide outreach, advocacy and affiliate organizational support. Local NAMI affiliates in Washington offer free peer support, education and outreach programs, and engage mental health advocates in their communities.

POSITION SUMMARY

The NAMI Washington Director of Development is responsible for leading all fundraising activities within the organization, including the development and implementation of an annual plan to expand philanthropic support for the organization. The Director of Development will manage all components of strategic fundraising including (but not limited to) special events, individual and corporate giving, foundation and government grants, planned and major gifts. The position also oversees and contributes to the organization's communications efforts through social and other media channels, print publications and opportunities for public relations appearances by the executive director, other staff and/or board members. The position serves as the producer of all agency events and provides oversight for all community outreach events and opportunities.

RESPONSIBILITIES

Organizational Leadership –20%

- Serve as Staff Liaison to the Fund Development and Marketing/Communications Committees of the Board of Directors, and all event subcommittees.
 - Coordinate meeting agendas with the Chair(s).
 - Take and distribute minutes of the meetings as appropriate.
 - Provide ongoing support for the completion of board-related activities.
 - Identify and recruit event committee members.
 - Provide regular reports to the Board of Directors as requested by the Executive Director.

- Develop and implement an annual fund development plan to expand philanthropic support for NAMI Washington and a marketing plan in conjunction with the Executive Director, and the Fund Development and Marketing/Communications committees.
- Engage the Board of Directors in fundraising and community outreach/public relations activities and opportunities.
- Develop community and corporate partnerships and attend community/business meetings and events where partnerships and public relations opportunities can be cultivated and established.
- Oversee NAMI Washington CRM database (Salesforce), data lists, and overall work related to donor information tracking and communications.

Events – 50%

Manage all aspects of creating, coordinating and managing NAMI Washington events, including planning, budgeting, implementation, volunteer coordination, social media promotion, pre- and post-event emails, and the timing, printing and distribution of printed materials and publications.

NAMIWALKS WASHINGTON (June)

This includes, but is not limited to:

- Complete the NAMI Walks National Webinar Trainings and participate in all NAMIWalks National conference calls and events.
- Lead the NAMIWalks Washington planning committee and all meetings of the committee.
- Create, monitor, and implement detailed NAMIWalks Washington timeline.
- Work with vendors, managing contracts, and managing event budget.
- Secure event permitting and insurance.
- Assist NAMI Washington affiliates with sponsorship and team recruitment.
- Secure corporate and individual sponsorships and in-kind donations.
- Serve as point of contact for NAMIWalks Washington outreach, including speaking events, team captain and walker recruitment and maintain and provide assistance with the NAMIWalks website/fundraising platform.
- Create and implement marketing and publicity plans and materials including posters, brochures, t-shirts, signage and other items as necessary.
- Develop and oversee all logistics for NAMIWalks Day, including volunteer recruitment and management.
- Complete reports for the NAMIWalks Committee and the National NAMIWalks office.
- Maintain complete and clear records on all Walk related activities in Salesforce and NAMI National's required platform.

The Brainpower Chronicles: Mental Health Stories (November)

- Develop this event into NAMI Washington annual signature fundraising event.
- Recruit and manage an event planning committee.
- Seek corporate and community sponsorships.

- Work with performers to ensure rehearsal times.
- Secure venue and act as primary contact person for venue.
- Create ticket sales platform and monitor event sales.
- Oversee publicity and marketing.

Annual State Conference (September/October)

- Secure corporate sponsors for the conference and track conference revenue.
- Assist the host affiliate in their attempts to secure local corporate sponsors of the event.
- Provide overall assistance to the Program Manager and conference planning committee during the conference.
- Work closely with NAMI Washington's Program Manager to ensure that conference workshops are well-publicized.

Third Party Events (TBD)

- Explore, identify and cultivate potential third-party events to benefit NAMI Washington, such as "dine-out nights," home parties, etc.
- Implement all aspects of third party events, including providing excellent support for event hosts, volunteers and attendees.
- Primary contact person for third party events.

Fund Development – 20%

- Direct Mail/Membership Appeals: work collaboratively with the Executive Director to write two direct mail appeals (March and October) and one end-of-year email appeal, and implement an annual membership appeal with the Program Manager.
- Corporate Sponsorships: Secure sponsorships for special events, as well as identify and cultivate new prospects.
- Grants: Work collaboratively with contract grant writer and executive director to write, review and submit grant proposals.
 - Lead staff person for the NIMH Community Outreach Partnership program.
- Ensure timely donor recognition both written and verbal, and plan potential donor recognition events.
- Other duties as needed and assigned.

Community Outreach/Marketing/Communications – 10%

- Manage, grow and promote social media channels (Facebook, Twitter, Instagram, etc.).
- Develop an annual communications plan for emails, social media and online newsletter.
- Coordinate with Public Policy Director and Program Director for blast email opportunities related to legislative advocacy, training and community outreach opportunities.
- Produce content and manage production/posting of monthly online newsletter.
- Other communications-related duties as assigned.

ESSENTIAL SKILLS

- 3-5 years previous non-profit fund development and marketing/communications experience.
- Experience and verifiable results coordinating large, multi-faceted fundraising events; previous Walk/Run events a plus.
- Corporate and foundation prospect research and grant writing expertise.
- Proficient in Microsoft Office; experience with Salesforce and/or other fundraising software a plus, and social media platforms.
- Ability to communicate professionally with board members, corporate sponsors, donors, partner organizations, vendors, volunteers, community members, elected officials, public agency leadership, and NAMI Washington or other affiliates' staff, among others.
- Exceptional attention to detail and ability to work accurately and with a positive attitude under tight deadlines.
- Understanding and acceptance of individuals and families living with mental illness.
- Highly cognizant of privacy issues, federal regulations and healthcare-related rules.
- Ability to have a flexible schedule and work evenings and/or weekends when needed.
- Ability to lift a minimum of 25 pounds.
- Candidate will be required to travel and move materials, and will need access to a reliable vehicle and must have a valid Washington Driver's License.
- Flexibility, patience, and a sense of humor are highly desired and valued.

SALARY & BENEFITS

Salary: \$50,000-\$60,000 DOE

Benefits include vacation, sick leave, paid holidays, and health, vision and dental coverage.

APPLICATION PROCESS

Send cover letter, resume and three work related references to Lsimonds@namiwa.org. No phone calls please.

Application Deadline: June 30, 2019

NAMI Washington is an Equal Opportunity Employer. Applicants are considered for employment without regard to race, creed, color, religion, national origin, sex, age, disability, marital status, sexual orientation, gender identity, status as a veteran or any other basis prohibited by local, state or federal laws.