

Extended Grace/Momentum Center Director of Business Development

DESCRIPTION: Extended Grace/Momentum Center is a non-profit grassroots movement to create a stigma free community. The Momentum Center for Social Engagement is a social and recreational program for teenagers and for adults with mental illness, addiction and developmental disabilities. It houses Just Goods Gifts and Café' which is a fair trade store and coffee shop open to the public. Just Goods creates a space for social integration and creates an income stream for the Momentum Center.

PURPOSE OF POSITION: This position works to increase the financial stability of the Momentum Center through both traditional nonprofit fundraising and through increased profits. On the nonprofit side, this position is responsible for Donor Development, Events Coordination, and Grants. On the for profit side, the Sales and Marketing Manager is responsible for increasing visibility and sales revenue of the storefront. These programs work together to create the Momentum Center and have overlapping audiences, but in some ways they are unique and have different target populations.

REPORTS TO: This person reports directly to the Experi-Mentor and is supported by staff on a half time basis by the Teen Program Coordinator/Fundraising Assistant.

HOURS: This is a full-time salaried position. It is expected that a normal work week will typically be 40 to 50 hours, including some Saturdays and Sundays. Additional hours may sometimes be required.

QUALIFICATIONS:

This is a unique opportunity for an individual with strong sales and marketing skills that feels comfortable navigating in both the nonprofit and for profit sectors. The ideal candidate will have proven experience raising money through donor development, grant writing and retail sales. They will work collaboratively with a high-performance management team.

1. Bachelor Degree required.
2. Minimum seven years of experience, two of which are in a nonprofit setting as an employee or as a volunteer, with a demonstrated track record of accomplishments.
3. Demonstrated ability to build and maintain relationships.
4. Proven record of accomplishment raising money for relatively new ventures.
5. Strong management skills, including flexibility, creativity, and ability to work in non-structured work environments.
6. Strong organizational skills with close attention to detail, the ability to think "out of the box," and the ability to handle and prioritize a variety of tasks at one time.
7. Excellent written and verbal communication skills, including presentation skills.
8. Proficient in Microsoft Office and DropBox, Bloomerang experience a plus.
9. Social conscience and a desire for a more peaceful and just world.
10. Ability to maintain confidentiality.
11. Personal qualities of integrity, credibility and a commitment to and passion for Extended Grace/Momentum Center's mission.
12. Experience interacting with people who have mental illness, addiction and/or other disabilities, preferred.

JOB DUTIES:

- 1) Nonprofit Donor Development
 - a. Work with Experi-Mentor to define the short-term and long-term fundraising needs of Extended Grace/Momentum Center.
 - b. Develop and execute annual fundraising plan, including strategies for growing a sustained base of annual and monthly individual donors.
 - c. Identify and steward prospective donors utilizing Donor Search and other tools, securing financial support from individuals, foundations and corporations.
 - d. Develop and maintain ongoing relationships with major donors, communicating with donors and staff via email, mail, phone and social media as appropriate.
 - e. Mentor fundraising staff and recruit and train volunteer leaders.
 - f. Staff the External Affairs committee and Donor Development and Marketing and Promotions subcommittees.
 - g. Manage Bloomerang, overseeing data entry and gift processing and maximizing its functionality. Oversee the organization and execution of fundraising activities and events.
 - h. Identify, pursue, track and report on new and existing sources of corporate and foundation funding, sponsorship and Gifts in Kind.
 - i. Create solicitation materials for the External Affairs committee to include newsletters, appeal letters, reports, flyers, brochures, videos, invitations, google ads, and other forms and formats.
 - j. Manage grants by researching potential grants, identifying appropriate asks, coordinate and complete letters of intent and applications, track and report on the use and impact of grants received.

- 2) For Profit Business Development
 - a. Develop and implement strategic marketing plans, sales plans, and forecasts to achieve revenue objectives for Just Goods Gifts and Café products.
 - b. Develop and manage Just Goods sales and marketing operating budget.
 - c. Create awareness and demand for products and services.
 - d. Plan and oversee advertising and promotion activities including print, online, electronic media, and direct mail.
 - e. Develop and recommend product acquisition, positioning and pricing strategy to produce the highest possible long-term market share.
 - f. Achieve satisfactory profit/loss ratio so that profits are generated to provide a reliable income stream for the Momentum Center.
 - g. Oversee and evaluate market research and adjust marketing strategy to meet changing conditions.
 - h. Monitor competitor products, sales and marketing activities.
 - i. Establish and maintain relationships with vendors and key strategic partners.
 - j. Prepare marketing and sales reports for Experi-Mentor and Board of Directors.

- 3) Cross Train at Just Goods Gifts and Café
 - a. Operate the POS system
 - b. Maintain education on Fair-Trade and Social Cause merchandise
 - c. Provide coverage of the Just Goods and assist customers as needed

- 4) Perform other tasks as needed and assigned

September 16, 2019