**Development**

*Key areas of focus include:*

* Annual Fund Campaign, Major Donor Campaign, Special Events, Planned Giving, Foundations/Corporations Support, Grants, Donor Cultivation

*Overall goals:*

* + - Increase and diversify funding base and initiate digital fundraising
    - Foundation/corporation grant proposal development and stewardship
    - Plan and manage annual appeal and capital campaign
    - Work with Development Marketing Committee of the Board of Directors – liaison with Development Marketing Committee Chair
    - Build donor base and create major donor life cycle plan
    - Initiate Planned Giving and Major Gifts
    - Develop ways to raise funds to offset operational costs, programs, hosted groups
    - Create Development Calendar and align with marketing materials
    - Oversees development / marketing department budgets

**Marketing**

*Key areas of focus include:*

* Internal and external marketing and communications
* Supports Development and Programs Directors
* Develops Center’s catalogues, supplements and publications as executive editor
* Oversight of website and social media
* Statistics and Data Management
* Initiates, implements, and oversees the Strategic Marketing Plan including Marketing Calendar

*Overall goals:*

* development and implementation of a comprehensive and dynamic communications and external marketing and communication initiatives based on a unified brand and multimedia advertising plan
* manages the work of the Marketing Committee of the Board to develop appropriate media outreaches and marketing approaches and prepares comprehensive report to the Board
* Promotes positive relations with those outside the Center who can be helpful in attracting appropriate participants (parish centers and churches, synagogues, temples, independent Centers, etc.).
* Experience with software such as InDesign, Adobe Suite: (Illustrator, Photoshop, Dreamweaver); PowerPoint, and knowledge of website CMS programs; Google Certification needed
* Maintains, creates and implements a multimedia advertising plan and creative copy for web, television, radio and print

Please email in one PDF document a cover letter, resume, and three professional references with contact information, and relevant certification to the email address below. The position will remain open until filled; only fully completed applications will be considered.

No phone calls, please.

Via email, please send all materials in one PDF document to:  
Deborah Kost  
Executive Director  
[dkost@cranaleith.org](mailto:dkost@cranaleith.org)