



## **Title: Director of Development and Marketing**

**Position:** Full-time (*40 hours per week*)

**Work Model:** Hybrid (*in-person and remote*)

**Location:** Chicago, Illinois

**Background:** Tutoring Chicago is a 501c3 non-profit organization that delivers the power of education through one-to-one tutoring. Since 1965 the organization has provided free one-to-one tutoring with the help of hundreds of local and digital volunteers each week. In the 2023-24 school year, Tutoring Chicago serves over 1,000 students a week with the support of over 1,100 volunteer tutors.

Tutoring Chicago is committed to purposeful inclusion in our workplace, and candidates of diverse backgrounds and identities are strongly encouraged to apply. Tutoring Chicago is an Equal Opportunity Employer. Personnel are chosen on the basis of ability without regard to race, color, religion, sex, age, national origin, veteran status, disability, marital status, sexual orientation, gender identity or gender expression. This is in accordance with federal and state law.

Learn more about Tutoring Chicago by visiting <https://www.tutoringchicago.org/>

**Position Summary:** The **Director of Development and Marketing** will play an integral role within the organization, overseeing the strategy and execution of the organization's development and marketing activities and working closely alongside the Executive Director. Responsibilities will be centered on significant, strategic revenue growth over the next several years and internal/external marketing strategies to ensure recruitment and fundraising goals are met. This individual will work collaboratively across all of Tutoring Chicago's departments, serving as a member of the organization's leadership team and lead the development department. This role has two direct reports, the Associate Director of Grants and Data Admin and the Associate Director of Development and Marketing.

A professional who will thrive in this role will know the Chicago landscape, have significant development experience, have a strategic growth mindset, and can serve as a leader in a start-up culture.

### **Essential Duties and Responsibilities:**

- Develop and execute annual development plan; effectively manage strategies, tactics and processes throughout the year
- Oversee donor database, including the ongoing efficacy and efficiency of Salesforce
- Lead efforts to raise annual giving from new sources and create a strong donor pipeline
- Grow major gift giving annually to reflect goals set forth in the strategic plan
- Oversee grants management including language, solicitation, new grants and renewals
- Grow individual giving, continuing progress towards industry standards
- Event conception, planning and successful execution
- Manage the donor experience and donor stewardship
- Raise revenue to meet the annual need, budget and growth sustainability
- Direct the organizational communications and marketing strategies, tactics, materials needed and timeline to meet goals for fundraising, recruitment and awareness.
- Oversee the creation and execution of the annual marketing plan
- Develop attractive sponsorship packages and event promotions
- Identify and develop solicitation tools for successful fundraising and recruitment
- Manage two direct reports, associate director of grants and data administration and associate director of development and marketing

**Knowledge, Skills and Attributes:**

- Strategic thinking, problem solving and decision making
- Strong project management and leadership skills especially amidst change, challenges and growth
- Experience working closely with all types of stakeholders, including board members, corporate leaders, community volunteers, and major donors
- Budgeting and forecasting
- Is organized and efficient, seeks solutions and continuous improvement of systems, events
- Strong presentation and group facilitation skills
- Strong time management, administrative, analytical, and organizational skills
- Is self-directed while balancing multiple tasks within a team-based work environment
- Ability to be flexible and manage multiple priorities while maintaining high quality of work
- Being up to date and knowledgeable of the Chicago philanthropic community especially as it relates to foundations, corporations, events and major giving individuals
- Strong, persuasive and impactful writing, especially as it relates to external, persuasive, fundraising and marketing materials.
- Well versed in industry marketing best practices (i.e. SEO, Google Ads)

**Preferred Qualifications:**

- 7+ years of development or fundraising leadership experience
- Knowledge of Chicago landscape intersecting with education, city government, etc.

- Experience in a nonprofit structure or system
- Demonstrated commitment to advocating for students, especially within diverse communities
- Experience with Salesforce, Constant Contact, Google Suite and Canva Design
- Strong time management, administrative, analytical, and organizational skills
- Experience in non-profit fundraising events
- Self-directed while balancing multiple tasks on a team

**Salary:** \$85,000 - \$95,000 based on experience and qualifications

**Benefits:** Competitive benefits including health, dental, life, retirement, and generous/flexible paid time off (PTO) that averages approximately 6 weeks off per year. Tutoring Chicago pays \$300 per month of employee insurance premiums. Annual match comes with the 403b retirement plan.

**Hiring Process:** The deadline to apply for this position is **February 2, 2024**.

To apply, please submit your resume and cover letter to [hire@tutoringchicago.org](mailto:hire@tutoringchicago.org) with the subject line 'Application - Director of Development and Marketing'.