

**Woodley House**  
**Director of Development and Marketing**

Woodley House is seeking a skilled storyteller, fundraiser, and “donor-engager” to become its next Director of Development and Marketing. The Director of Development and Marketing enables Woodley House to realize its vision where all Washington, DC residents with mental health disorders have a dignified place to live, services needed to thrive, and respect and inclusion in the community—and are part of a world where mental health is viewed as health.

**About Woodley House**

Since 1958, Woodley House has enabled thousands of Washington, DC area residents to regain their independence and recover from mental illness. Woodley House’s range of safe housing supports our clients through each stage of recovery, while our dedicated team of professionals provide critical life skills training and mental health services. We are committed to empowering our clients — on an individual basis — to achieve productive, independent living.

**About You**

We recognize that an individual’s experience is gained through a wide and diverse range of personal, professional, and educational opportunities. When reviewing applications, we take a broad look at the combined experiences of each candidate. These are the skills and values we prioritize:

- A results-orientation coupled with demonstrated experience closing gifts and working effectively with a diverse group of donors at a variety of levels of engagement.
- Exceptional management, leadership, presentation, written and interpersonal communication skills.
- Ability to rally support, spearhead initiatives and work as both a member of a dedicated team and an independent self-starter.
- Strong organizational skills, including financial oversight and planning capability, with the ability to troubleshoot, multitask, and manage several projects at once.
- Excellent time management and prioritization skills, ability to work well and remain collegial under pressure while meeting tight deadlines.
- A positive attitude, concern for people and community, presence, self-confidence, common sense, and good listening
- 5-7 years of fundraising experience and progressive leadership, with successful major gift solicitation experience.
- Strong technical skills, including experience with database/CRM tools (e.g., LittleGreenLight), website editors (e.g. WordPress), email communication platforms (e.g., MailChimp), social media platforms (e.g., Facebook, Instagram) and design platforms (e.g., Canva, Adobe Creative Suite)
- Passion for making a transformational difference in the lives of men and women recovering from chronic and severe mental illness.

**About the Role**

Reporting to the Executive Director, the Director of Development and Marketing has primary responsibility securing funding from public and private philanthropic sources and growing community engagement and awareness of all of Woodley House's programs and services. As a member of the senior management team, the Director of Development and Marketing is responsible for setting the vision and strategy for Woodley House's development and marketing efforts and contributing to the organization's overall message and communication efforts. The position requires a high performing professional capable of managing multiple priorities in a dynamic, high-growth, collaborative organization. The Director of Development and Marketing must also have outstanding interpersonal and communication skills and be able to work effectively across organizational and functional boundaries.

The primary duties and responsibilities include, but are not limited to, the following:

Organizational Leadership and Growth (10%):

- Create, develop and implement a comprehensive fundraising strategic plan to maximize the annual development goals through public and private philanthropic support, in collaboration with the Executive Director and Board of Trustees.
- Create the annual department budget and assume responsibility for its administration.
- Play a key role in the development and stewardship of organizational and program budgets.
- Develop and maintain departmental metrics, which measure advancement towards goals as outlined in the organization's annual budget and strategic plans.
- Attend and contribute to all Board of Trustees meetings and provide timely, written reports on fundraising and marketing activities.
- Stay abreast of nonprofit fundraising trends and best practices to help strategically position organizational and departmental efforts and activities.
- Develop a culture of philanthropy within the organization through mentorship and training of staff, volunteers, and Board of Trustees.

Individual Donors and Special Events (35%):

- Identify, cultivate, solicit, and steward all donors, providing an exceptional experience that enhances giving, attracts new supporters, and regularly engages donors in the organization's work.
- Create a portfolio and individualized donor plans for high level and planned gift donors
- Maintain a database of all donors, including foundation and government grants and private contributions.
- Ensure timely and accurate acknowledgement of all gifts and pledges.
- Organize and oversee all fundraising, cultivation, and stewardship events for donors, prospects and partners, including the annual Movie Benefit and 5K Run, Walk and Roll.
- Collaborate with the Board of Trustees' Development Committee to develop and implement special events and major gift fundraising.

Communications/Marketing (25%)

- Develop and implement communications strategies that seamlessly integrate development, marketing, and program messaging to increase Woodley House's visibility to external audiences, reach new and diverse audiences, grow Woodley House's effectiveness and influence, and enhance understanding of, and financial support for the organization's work.
- Oversee development of written communications, marketing materials and electronic marketing across multiple platforms, including the organization's website, social media, print and digital publications, and other public relations and marketing vehicles.

- Monitor marketing trends and content relevant to Woodley House's mission, and translate information into compelling, actionable, and effective strategies.
- Work with staff across the organization to integrate communications, branding and programs into fundraising strategies and activities, as appropriate.

#### Grants and Institutional Support (10%)

- Develop and monitor grants calendar to ensure deadlines are met.
- Prepare and submit letters of inquiry, proposals, and reports for funding.
- Conduct extensive research to explore funding opportunities and calls for proposals.
- Identify, cultivate and solicit corporate gifts.
- Provide support and consultation for any special requirements of a funder.

#### General Administration (20%)

- Manage external vendors and contractors.
- Organize volunteers to help with fundraising campaigns and special events.
- Carry out other activities as may be delegated by the Executive Director and the Board of Trustees.
- Fully cooperate with the organization's compliance and quality improvement program.

This is a full-time position. Salary is between \$90,000 to \$100,000 annually and is commensurate with experience. Woodley House values its dedicated team and is pleased to offer a comprehensive package of benefits, including: vacation and sick leave, 11 paid holidays per year, health/vision/dental benefits (with 70% of the monthly premium covered by Woodley House), life and disability insurance, a 401(k) retirement plan (including an employer match), optional compressed work schedule, and more.

The Woodley House leadership team primarily works remotely. The Director of Development and Marketing will be offered the flexibility to build their own schedule, working remotely and/or from the Washington, DC office. Occasional nights and weekends will be required and will be planned in advance, as well as in-person local meetings with Woodley House funders, leadership, and other stakeholders.

#### **How to Apply:**

Research has shown that traditionally marginalized communities (people of color, people with disabilities, etc.) often don't apply for jobs if they don't meet every single qualification. If you think you can do this job but don't meet every qualification, we encourage you still to apply.

Please send a resume and detailed cover letter, with salary expectations, to [development@woodleyhouse.org](mailto:development@woodleyhouse.org) with the subject line: [Your Name] – Director of Development and Marketing. No phone calls please.

Woodley House is an Equal Opportunity Employer. All qualified candidates will receive consideration for employment without regard to race, color, age, religion, sex, sexual orientation, gender identity, national origin, veteran status, or disability. We are seeking individuals with diverse backgrounds and experiences who will contribute to a culture of creativity and collaboration, inclusion, problem solving and change making.