



JOB ANNOUNCEMENT

POSITION: Director, Marketing and Donor Recruitment

OPENS: February 18, 2010

CLOSES: March 5, 2010

DEPARTMENT: Marketing and Donor Recruitment

WORKING HOURS: Full-Time Regular position: 40 hours a week

REPORTS TO: Executive Director

JOB SUMMARY:

- Ensure that the organization's services are branded effectively through consistent messaging; are prominently positioned within the community and strongly supported by area media.
- Develop and implement organization marketing strategy and communication plan.
- Develop annual marketing budget and manage against plan.
- Oversee all donor sourcing activities including donor recruitment, marketing, and public relations.
- Develop metrics, data collection and evaluation methods to ensure that collection goals are met.
- Measure the impact of marketing tactics, promotions and donor recognition program to evaluate effectiveness and ensure targets are met for donor retention and new donor recruitment.

JOB RESPONSIBILITIES:

Marketing and Public Relations

- 1) Analyze research data related to market demographics, penetration and competition.
- 2) Develop marketing plan to support strategic objectives; develop tactics and direct activities to implement marketing strategy.
- 3) Ensure that the organization's messages are consistent, prominently positioned and effectively branded; maintain robust support from local media.
- 4) Maintain and develop the organization's image and reputation throughout the service area.
- 5) Manage advertising campaigns, media buys and public service announcements.
- 6) Serve as primary spokesperson for the blood center; delegate media interaction to others as appropriate.

- 7) Direct development of all print and electronic communications.
- 8) Train and advise others on media relations and appropriate positioning of materials, logos, and public messages.
- 9) Create and maintain the marketing, promotions and public relations master calendar.
- 10) Direct development and maintenance of blood center historical information.
- 11) Maintain relationships with industry associations and other blood centers; participate in continuing education and government lobbying efforts as needed.
- 12) Develop annual marketing budget and manage against plan, including negotiating costs with suppliers.

Donor Recruitment:

- 1) Direct the development of creative strategies for donor recruitment to engage stakeholders and meet blood collection goals.
- 2) Plan, staff, organize and direct all donor recruitment activities to meet blood collection and financial goals; ensure efficient use of resources.
- 3) Lead development of promotion plans and collection schedules.
- 4) Develop and implement tactics to support strategic objectives to include:
 - a) Increase donor base;
 - b) Raise technical standards of communication with donors to incorporate advanced technology and customized media;
 - c) Manage implementation and maintenance of sophisticated donor relationship management program and support software;
- 5) Develop system of data collection and metrics to evaluate department performance and productivity.
- 6) Plan, implement and direct tactics to reduce seasonal inventory shortages and limit emergency appeals.
- 7) Continuously improve blood drive sponsor education, support and recognition.
- 8) Ensure that standard operating procedures are developed and maintained in compliance with all regulatory agencies.
- 9) Advocate exemplary customer service and ensure that quality training is provided for department staff.
- 10) Direct donor retention and recognition programs; capture opportunities to increase organization visibility in the service area.

SUPERVISION

Supervises three staff members

KEY EXTERNAL RELATIONSHIPS

Area employers, civic groups, media, service suppliers, donors, prospective donors

QUALIFICATIONS

- Bachelor's degree in marketing, communications, or public relations. Master's degree desirable.
- Minimum of five years of progressively responsible managerial experience in marketing and public relations.
- Experience developing and implementing marketing strategy and plans.
- Experience managing telemarketing or tele-recruitment operations.
- Donor recruitment leadership experience preferred. Relevant experience in a healthcare or non-profit setting may substitute for blood center experience.

SKILLS AND ABILITIES

- Effectively present information and respond to questions from groups of physicians, business leaders, donors and the general public.
- Use systematic and creative approach to solve complex problems.
- Make decisions quickly with limited information and support decisions when challenged.
- Work effectively with people to build morale and commitment to goals;
- Cultivate positive working relationships with individuals and groups.
- Build credibility and rapport through communication style.
- Positively influence the actions and opinions of others to achieve success.
- Proficiency in Microsoft Office applications (Excel, Outlook, PowerPoint and Word).

PHYSICAL REQUIREMENTS

The incumbent should be able to sit, stand, see, hear, write, lift at least 40 pounds, drive an automobile, hold, grasp, turn or otherwise work with the hand or hands. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.