



**POSITION:**                      **Development and Marketing Director**

**REPORTS TO:**                      **Executive Director**

**JOB DESCRIPTION:**

The PIC is looking for either a senior or a mid-career development professional to serve as our Development and Marketing Director. In collaboration with the Executive Director and other members of the Senior Staff, this position is responsible for securing and maintaining public and private funding through grant proposals and reports and for raising unrestricted revenue through an annual corporate contributions campaign. The Director also oversees the PIC’s marketing efforts, including the annual report, program materials, digital newsletters, and other publications.

The person who takes this position will inherit the PIC’s relationship with dozens of foundations and other funders and will need to hit the ground running. Our revenue portfolio is well-organized, but needs immediate attention. Along with an expanded corporate contributions campaign, the PIC would like to explore the potential for a major individual donor outreach and other funding strategies.

**RESPONSIBILITIES:**

**Fund Development:** Oversee the implementation of a successful fundraising strategy to support organizational and project development needs, including:

- Support the Executive Director’s immediate and long-term revenue strategy to sustain and grow the organization.
- Execute corporate contributions campaign to raise \$400,000+ annually in unrestricted revenue.
- Manage the grant application and reporting processes for grants and contracts.
- Collaborate with senior staff members to identify new program opportunities.
- Research new public and private funding opportunities for PIC initiatives.
- Cultivate relationships with local, regional, and national funders.
- Explore the potential for an individual giving strategy, targeting major donors.
- Engage local partners to identify and create collective grant proposals.
- Work closely with the Finance Director and Executive Director on budget creation and reconciliation of monthly financials.

**Marketing:** Oversee the implementation of an effective marketing strategy to raise awareness of the organization’s impact and cultivate support, including:

- Lead production of the annual report, including developing concept and timeline, writing text, and working with photographer, designer, and PIC staff.
- Develop compelling marketing materials for a variety of audiences (digital newsletters, brochures, one-sheets, event invitations, etc.).
- Oversee the design and production of research reports and presentations.
- Participate in the planning of events throughout the year, including the PIC annual meeting, summer jobs employer reception, and holiday party.

**DESIRED QUALIFICATIONS:**

- At least four years of experience and success raising revenue from foundations, corporations, public entities, and/or individual donors.
- Demonstrated excellence in organizational skills and strong attention to detail.
- Experience managing grants (applications, reporting, stewardship), with a proven track record of securing grants from corporate and foundation funders.
- Strong communication skills, including the ability to write with clarity, accuracy, and speed.
- Excellent project management skills and the ability to manage multiple projects, deadlines, and initiatives.
- Strong interest in education and workforce development initiatives in Boston.
- Strong interpersonal and teamwork skills, including the ability to work with people from different backgrounds.
- Experience working in a collaborative organization with various internal and external stakeholders, balancing competing demands for time and priorities.
- Experience with website, annual report, and email newsletter production and message development.
- Proficient with Microsoft Office. Familiarity with WordPress, Craft CMS, and Adobe Suite (Photoshop, Illustrator, and InDesign) preferred.
- Bachelor's degree required.

Please submit a cover letter and resume to Karen Escarcha at [karen.escarcha@bostonpic.org](mailto:karen.escarcha@bostonpic.org). Applications will be considered on a rolling basis, as we are looking to fill this position as soon as possible.

**ABOUT THE BOSTON PRIVATE INDUSTRY COUNCIL (PIC)**

The Boston Private Industry Council (PIC) is a nonprofit organization that strengthens Boston's communities and its workforce by connecting youth and adults with education and employment opportunities that align with the needs of area employers. To learn more, please visit: [www.bostonpic.org](http://www.bostonpic.org).