



**Development and Marketing Director**  
**Court Appointed Special Advocates (CASA) of Franklin County**  
**373 S. High St., 15<sup>th</sup> Floor**  
**Columbus, Ohio 43215-6521**

Court Appointed Special Advocates (CASA) of Franklin County is a 501 c(3) not-for profit organization located in Columbus that trains community volunteers to provide a powerful and consistent voice in court for the innocent child victims of abuse and neglect.

**Job Title:** Development and Marketing Director

**Reports to:** Executive Director

**Hours:** Full Time – 40 hours, salaried exempt position with benefits

**General Purpose of the Job:** Serves as an integral part of the CASA team responsible for implementing an integrated fundraising and marketing strategy. The Development and Marketing Director is responsible for the general oversight and day-to-day-operations of, including but not limited to fundraising activities, marketing and special events.

**Essential Duties and Responsibilities:**

- Implements all fund development activities of CASA of Franklin County including annual giving, special events, corporate and foundation giving, and grant writing.
- Identify prospective donors of all types, develop and implement strategies to cultivate and solicit those donors.
- Steward and maintain positive relationships with all current donors.
- Responsible for the maintenance and integrity of all donor and fund development records.
- Manages and updates donor database, eTapestry, and is responsible for all donor acknowledgements.
- Represent the organization to stakeholders by being an active participant in events and initiatives relevant to CASA's mission.
- Work with the Executive Director to develop and implement the strategic vision for the fundraising program as it relates to the organizations' strategic plan.
- Work with the Executive Director and Board of Trustees to achieve desired strategic vision.
- Works with appropriate staff and consultants to create all marketing and outreach materials for CASA including, but not limited to, brochures, newsletters, special projects and annual reports.
- Manages and makes all updates on casacolumbus.org website through the utilization of Kentico website development software.
- Develops communications content for and manages all CASA internet and social media channels.
- Other duties as assigned.

**Qualifications:**

- Excellent organizational and communication skills (both oral and written).
- Strong computer proficiency with working knowledge and experience of Microsoft Office products.
- Ability to work independently on multiple projects simultaneously.
- Strong initiative and teamwork skills.
- Bachelor's Degree – preferably in marketing; public affairs, fund development, or related discipline.
- 3-5 years experience raising funds for a non-profit organization.
- Experience with communications deliverables, community and donor relations and fundraising required.

**Compensation:**

Based on experience the salary range is \$54,000 to \$58,000 annually.

Benefits include paid time off (PTO), accruing sick and vacation time. All county holidays.

**For additional information visit [www.casacolumbus.org](http://www.casacolumbus.org)**

**Send cover letter and resume by September 18, 2017 to Kathy Kerr, Executive Director at [kkerr@casacolumbus.org](mailto:kkerr@casacolumbus.org).**

CASA of Franklin County is an equal opportunity employer