

## Manager of Development & Marketing

<b>Organization:</b>	<b>Clean Energy Coalition</b>
<b>Status:</b>	<b>Regular/Full-time</b>
<b>Location:</b>	<b>Ann Arbor, MI</b>
<b>Reports To:</b>	<b>Executive Director</b>
<b>Salary:</b>	<b>Commensurate With Experience</b>
<b>Filing Dates:</b>	<b>Position Open Until Filled</b>

### Job Summary

Clean Energy Coalition, a nimble, entrepreneurial, rapidly growing, and dynamic 501(c)3 nonprofit organization based in Ann Arbor, Michigan, seeks an experienced fundraising and marketing professional who will diversify funding and increase brand recognition of the organization through: individual, corporate, foundation, and government fundraising; use of social and traditional media; special gift appeals and events; and the marketing of organization programs and services. As a core part of Clean Energy Coalition's leadership team, this position offers an incredible opportunity for a creative, innovative, and talented leader to help shape and grow the organization's overall development and marketing program and effect positive societal change. This position is roughly 80% focused on development and 20% on marketing.

### Job Duties & Responsibilities

- Develop and lead a comprehensive and diversified fund development strategy to sustain and grow the revenue base of Clean Energy Coalition (current annual revenue budget in excess of \$6M).
- Maintain a command of programs and services, their goals, and their approaches.
- Research, identify, and develop major gifts candidates; set up the Executive Director for major gifts meetings and asks; make direct asks to potential major donors.
- Develop and maintain ongoing relationships with major donors.
- Work with the Board to identify potential donors and make joint visits with them when appropriate.
- Oversee development and implementation of a donor management system for prospective donors.
- Provide detailed, accurate, and timely reports on fundraising activity to the Executive Director.
- Act as a point person for media and marketing efforts.
- Attend community forums, meetings, and events, and make individual and public presentations on Clean Energy Coalition's mission, services, and needs when necessary.
- Act as a spokesperson for Clean Energy Coalition.
- Create, execute, and evaluate multi-year fundraising and marketing plans.
- Oversee marketing and community outreach efforts with the support of other staff.
- Oversee the development of collateral to support the organization's services and programs.
- Develop and maintain media relations to ensure frequent and accurate coverage of the organization, organizational events, and programs/services.
- Oversee contractor relationships / deliverables with media, graphic design, PR firms, and other vendors.
- Play a strong strategic role in the organization as part of the leadership team.
- Serve as the organization's brand manager, ensuring consistency of the Clean Energy Coalition brand across the organization.
- Perform other duties as assigned and collaborate with other staff on work as needed.

## **Minimum Qualifications**

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- Bachelors or Masters degree in a relevant field;
- 5+ years of experience with increasing responsibility in a non-profit in the development and marketing departments.
- Proven track record / measurable results in personally identifying and soliciting individuals, corporations, foundations; history soliciting major gift prospects in excess of \$25,000.
- Proven experience and ability to meet goals, cultivate fundraising relationships, and direct marketing through community outreach and social networking.
- A bold and entrepreneurial approach to building programs and addressing challenges.
- Business-oriented; experienced with budgeting and financial planning.
- Self-starter, enthusiastic, innovative, and capable of meeting challenges and pressing deadlines.
- Team player with outstanding trouble-shooting and multi-tasking skills.
- Ability to work independently and manage one's own projects and portfolio while also leading and supervising others.
- Superior written and verbal communication skills.
- Proven commitment and passion for energy and environmental issues.
- Solid computer skills including proficiency in using basic Microsoft and/or similar software products such as word processing, spreadsheet, presentation, email, web, database applications, and capacity to work in Mac OS environment.

## **Desired Qualifications**

- CFRE (either currently or desire to obtain one)
- Personal experience with funders of clean energy programs.
- Experience with environmental, alternative fuels, advanced vehicle technologies, energy efficiency, and/or renewable energy projects.
- Basic level of competency with Adobe InDesign and WordPress.

## **Salary & Benefits**

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- Commensurate with experience.
- Competitive benefits package.

## **Application Details**

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- This position is open until filled.
- **No phone inquiries please.**
- Candidates for part-time flexible position also will be considered.
- Clean Energy Coalition is an equal opportunity employer committed to diversity and consideration of all applicants for all positions without regard to color, ethnic background, religion, sex, gender identity, sexual orientation, national origin, age, and disability status.
- Qualified individuals should electronically submit a cover letter, resume, writing sample, and professional references addressed to Sean Reed, Executive Director: [reed@cec-mi.org](mailto:reed@cec-mi.org)