

SPECIAL OLYMPICS KENTUCKY POSITION DESCRIPTION

Position: Marketing & Strategic Initiatives Director

Description: The Marketing & Strategic Initiatives Director is a full-time exempt position within the Development Department of Special Olympics Kentucky (SOKY) and is responsible for building and maintaining corporate funding and partnerships which will support SOKY's financial goals/needs and will promote the overall goals and vision of the program. Moderate travel (including weekends and evenings) and regular attendance is required.

Responsible To: President & CEO

Responsibilities:

- Develop and implement strategies for identification, cultivation, solicitation and stewardship of corporate donors and community partners. Work to secure presenting sponsors for SOKY state-level program events and signature fundraising events.
- Work with the SOKY development staff to identify and cultivate new corporate partnerships and relationships. Work to steward and upgrade existing corporate relationships.
- Develop sponsorship programs and strategic partnerships to provide financial and in-kind support of state programs and events.
- Write/prepare sponsorship proposals and prepare fulfillment reports.
- Cultivate and nurture relationships with current and potential corporate and foundation sponsors.
- Ensure that all sponsors receive appropriate and consistent recognition.
- Engage SOKY board members to support fundraising and marketing efforts.
- Direct National/multi-state fundraising activities in cooperation with SONA/SOI.
- Develop cause-related marketing opportunities for present and potential sponsors.
- Work closely with the SOKY Communications Director to secure an integrated and compelling messaging for the program.
- Prepare and manage budgets for specific projects.
- Research and evaluate new fundraising opportunities for SOKY.
- Utilizing Raiser's Edge (fundraising software program), maintain and analyze donor/sponsor/prospect data.
- Represent SOKY at meetings and conferences where/when appropriate.
- Communicate regularly and effectively with the President/CEO and perform other duties and functions when assigned.

Requirements/Qualifications

- Bachelor's degree and at least 5 years of fundraising experience & partnership development with some marketing experience preferred.
- Demonstrated results in developing strategic partnerships and advanced skills in project management.
- Must be a proven relationship builder with existing ties to a broad and diverse range of donor communities.
- Excellent written and oral communications skills with an appreciation and understanding of the power of linking fundraising and strategic communication.
- Able to develop a strong presence in several markets in Kentucky through effective networking, planning and execution of fundraising strategies.