

MPDC Job Description

Job Title: Director of Resource Development and Marketing	Department: Resource Development
Position Status: Full-time, exempt	Pay Rate/Salary: \$115,000-125,000
Reports to: CEO	Estimated Start Date: ASAP

About MPDC: Madison Park Development Corporation (MPDC) is a 59-year-old community development corporation (CDC) that serves the Roxbury neighborhood of Boston. Our mission is to develop and preserve quality, mixed-income housing in Roxbury, and to promote the renaissance of Nubian Square as a thriving neighborhood business district, recognized as a center of commerce and culture that anchors the economic revitalization of Roxbury. Full-time positions include a generous employee benefit package.

MPDC's program areas include an arts center, a community center, senior support, youth extracurricular and professional programming, community gardening, and affordable housing among other initiatives.

Position Description: The Director of Resource Development and Marketing is a member of MPDC's Senior Staff team and is responsible for overall strategy and implementation of MPDC's fundraising and communication initiatives. The Director of Resource Development and Marketing will be responsible for the strategic direction for all public and external partner relations; marketing, communications and branding, and virtual and public/outward facing events. The position includes supervision of a Resource Development Manager and a Communications Manager. The anticipated split of duties is roughly 75% resource development focus and 25% communications focus.

Responsibilities:

Resource Development:

- Responsible for meeting the annual grants and contracts revenue goal for the department. Responsible for identifying opportunities and grants as well as donor development and relations.
- Create and execute strategies to sustain and grow the base of public, foundation and corporate and individual donor support.
- Coordinate and lead meetings between external funders and MPDC.
- Conduct strategic oversight of major giving efforts, including prospect identification and cultivation, campaigns and fundraising events.
- Lead MPDC's Fundraising Committee of the Board of Directors.
- Provide supervision to the Resource Development Manager, including strategic oversight of campaigns and fundraising events and guidance on donor cultivation and stewardship.
- Participate in other internal team, staff and committee meetings, as needed.

Communications:

- Develop and provide strategic direction for highly visible external events & activities.
- Direct a year-round public relations strategy that compellingly articulates the mission, work, and impact of MPDC to our residents, community partners, media, donors, and other external stakeholders.
- Oversee the Communications Manager in the creation and distribution of vibrant monthly newsletter, e-blast communications and other reports.
- Supervise the preparation of periodic publications to promote the impact of programs to key stakeholders and the public.

- Create and maintain key relationships with media, proactively pitch stories to media outlets (press releases, op-eds, etc.), and handle all requests for interviews, media appearances and public statements from MPDC staff & board.
- Support special projects, programs, and organizational initiatives under the direction of the CEO.
- Coordinate communications budgets and workplans as required.
- Direct the execution of MPDC's visibility through our website, digital marketing, social media platforms, including expanding audience and engagement.
- Direct & maintain policies and procedures for external organizational event invitations, planning and external event presence, event tabling, etc.
- Ensure appropriate and streamlined outreach to elected officials at the state and local level, which will require coordinating requests from other departments and specific program areas.

Evaluation:

- Lead development of evaluation plans and processes for select high level, multi-year grants/contracts.
- Ensure that data collection and compliance activities are implemented successfully.
- Write assessment and key learnings reports.
- Oversee research into best practices in program areas as well as how funders and key grantees measure outcomes.
- Attend required meetings and trainings regarding monitoring, evaluation, and reporting requirements, and implement required actions.

Required Knowledge, Skills, and Experience:*

Education: Bachelor's Degree or equivalent

Years of Experience: A minimum of 5-7 years of experience in fundraising, grant writing and development, program management/evaluation, and/or grants management. 5 years of experience with Marketing, PR and/or Communications.

Skills:

- Knowledge of most of the following: Greater Boston area/Massachusetts philanthropic funders; programming focused on youth/adult workforce development, health and wellness with a focus on health equity/social determinants of health, civic engagement/organizing, community violence prevention and trauma response.
- Experienced and capable in donor introductions and meetings.
- Use of data collection and program assessment tools, including logic models, evaluation plans and dashboards.
- Excellent supervision skills and highly collaborative style.
- Excellent writing/editing and verbal communication skills; knows how to craft and tell stories.
- High energy, maturity, and leadership with the ability to position communications and fundraising discussions at both strategic and tactical levels.
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, residents, community partners, and other supporters.
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing
- Demonstrated problem-solving ability, accuracy, and attention to detail.
- Proficiency with Microsoft Office, particularly Excel, and knowledge of Salesforce.
- Excellent listening, written and verbal communication skills.
- Ability to work occasional evenings and weekends.

*Must be able to pass a CORI, reference, educational and professional licensure check.