



# Secret Harbor

SAFE PLACES TO SUCCEED

Secret Harbor is a dynamic child welfare organization providing residential treatment, intensive foster care and in-home family support services in Northwest Washington. Secret Harbor is one of the State's most progressive and effective service providers contracting exclusively with the Washington State DSHS. The Agency is seeking qualified and enthusiastic candidates for a new position beginning spring 2012. The ***Development and Marketing Manager*** position for this 2.5 million dollar organization will spearhead the Agency's fund-raising, public relations and marketing efforts. Please visit the agency website at [www.secretharbor.org](http://www.secretharbor.org) for more information.

## **Development and Marketing Manager**

**Reports to: Chief Executive Officer**

**Job responsibilities:**

- Creates marketing plan based on agency's goals. Plan is focused on high-return activities, specific audience segments and includes ongoing measurements of results. Leads the agency's marketing team.
- Creates and manages agency fundraising plan.
- Manages the agency's marketing and communications, including initial research to determine plan focus, and developing key messages with marketing team.
- Meets specific community engagement and fundraising goals.
- Manages agency fundraising events (currently one annual "Celebrating Success" friend/fundraiser.)
- Updates agency's website.
- Manages update of newsletter template, content development and distribution.
- Manages and updates donor and supporter database.
- Works in close partnership with the agency's CEO, Board of Directors to execute on agency's marketing and development strategies, providing ongoing input to the planning process.
- Identifies opportunities for engaging existing supporters and new donors, manages CEO and staff outreach efforts and supports Board outreach, as needed.
- Translates success stories provided by staff into articles, Facebook entries and other communications directed at supporters and the general public. Creates other marketing content upon request.
- Provides written progress reports monthly to CEO and quarterly to Board Development Committee.

**Primary skills/traits needed in Marketing and Development Manager**

1. Goal-oriented
  - a. Fundraising experience with measurable results
  - b. Strong ability to work independently as well as be integral part of management team
2. Relationship-builder both at individual and community relations levels
  - a. Experience achieving individual and institutional connections on behalf of an organization
  - b. Demonstrated ability to work with diverse groups of individuals in many roles
3. Manage people and processes in service of completing projects and long-term goals. Team player as well as leader.
4. Excellent verbal and written communication skills, content creation skills, and the ability to communicate effectively with brevity via social media.
5. Multi-tasker who is happy managing many projects at once.
6. Highly organized and detail oriented.

The Development and Marketing Manager is a full time position with benefits. Salary will be based on skills and experience initially in the 40-50k range.

Interested Candidates should send cover letter, resume and a sample of written work product to:

Leah Dunn, Human Resources  
Secret Harbor  
225 N. Walnut Street  
Burlington, WA 98233

or electronically: [Leah.dunn@secretharbor.org](mailto:Leah.dunn@secretharbor.org)

Secret Harbor is an equal opportunity employer.