Job Announcement – Director of Development and Marketing

About Mindful Life Project
Mindful Life Project (MLP) is an educational non-profit organization headquartered in Richmond, CA whose mission is to empower underserved children through mindfulness and other transformative skills to gain self-awareness, confidence, self-regulation and resilience, leading to lifelong success. MLP envisions schools where all students are able to participate and excel both socially and academically. Our programs focus on empowering students by providing them with mindfulness skills and tools that lead to improved self-awareness, impulse control, confidence and resiliency. We believe that every student has the innate ability to be a successful member of the school and the community. By providing “at-risk” students with skills that lead to positive results and successful school experiences, entire school experience improved school climates. In five years Mindful Life Project has grown to become the largest direct service school based mindfulness organization in the country.

Key Mindsets
The Director of Development and Marketing will be motivated by, and appreciate the value of, fund development and external constituent engagement to drive awareness, ensure program execution and develop long and short-term financial organizational sustainability. The individual in this role will have an entrepreneurial mindset, be detail oriented, enjoy writing, appreciate diversity, work well in teams and closely align with and represent MLP’s mission, vision and values.

Position Description
The Director of Development and Marketing will be responsible for ensuring achievement of our fundraising and marketing goals through collaboration, strategy, planning and execution. The individual in this key role will work closely with the CEO, CFO, leadership team and board members and is supervised and evaluated by the CEO. The Director will design and execute a national campaign framework for ongoing financial support, directing all of MLP’s national fundraising activities related to securing grants/contributions from foundations and individuals, executing fundraising events and leading the organization’s external communications and marketing strategy.

Specific Responsibilities:
Fund Development (80% of time) – shape, manage and drive the implementation of a successful fundraising strategy to support organizational and project development needs, including:

- Develop and implement a cost-effective fund development program involving individuals, businesses and foundations.
- Engage and cultivate existing and new foundation, corporate and individual partnerships.
- Identify grant opportunities and prepare and submit grant proposals.
- Grant management including preparing and submitting new and renewal grant proposals as well as all required reports.
- Collaborate with CFO on grants accounting.
- Ensure that all in-kind gifts are acknowledged and recorded, and ensure that donated funds are used as designated by the donor.
- Establish recognition, acknowledgements, and incentives for donors and volunteers.
- Direct internal and external fundraising campaigns.
- Direct the production of fundraising events.
- Develop calendars, plans, and marketing material for fundraising events.
- Identify, cultivate, recruit, and organize fund development leaders and volunteers.
- Collaborate, communicate, engage and utilize Board of Directors fundraising committee.

Marketing (20% of time) – shape, manage and drive the implementation of effective outreach and marketing campaigns to raise awareness and cultivate community and fund support, including:

- Develop and implement cost-effective marketing and outreach strategies to communicate with a range of constituencies through print, social and electronic media.
- Plan and organize campaigns that promote the importance of mindfulness in schools and the mission of MLP.
- Create, write, produce and disseminate press releases, publications, videos, exhibits, and printed materials, including quarterly and annual reports.
- Collaborate with Webmaster and CEO to update and maintain organization’s website, on-line publications, and social media.

Qualifications:

Education – Bachelor’s degree required. Advanced degree a plus.

Experience – At least 2 years of fund development and marketing/communication experience ideally in a lead team role.

Skills:

- Ability to eloquently articulate MLP’s mission and programs, and show passion for the mission of MLP.
- Superior communications skills, both verbal and written.
- Demonstrated ability to work effectively with diverse constituencies.
- Must possess good judgment and exercise diplomacy in dealing with a variety of constituents.
- Must have excellent organizational skills with the ability to prioritize work appropriately and adapt easily to changing priorities.
- Able to apply strategic and creative thinking, while being persistent, motivated and energetic, along with the ability to work in detail-oriented fashion.
- Ability to interact skillfully with high-level foundation program officers, corporate partners and individual donors.

To Apply – Please email a thoughtful cover letter and resume to JG.MindfulLifeProject@gmail.com, subject heading “Director of Development and Marketing.” Qualified candidates will be considered in order of cover letter and resume submission. Position will remain open until July 31, 2017 with a start date August 1, 2017.

Equal Opportunity Employer

MLP is an equal employment opportunity employer. Our organizations policy is not to discriminate against any applicant or employee based on race, color, religion, national origin, gender, age, sexual orientation, gender identity or expression, marital status, mental or physical disability, and genetic information, or any other basis protected by applicable law. The organization also prohibits harassment of applicants or employees based on any of these protected categories.