



## **JOB ANNOUNCEMENT**

### **Senior Vice President, Development and Marketing**

#### **Position Description**

Invest Detroit seeks a Senior Vice President of Development and Marketing (SVP) to help us build and communicate new opportunities for funder and stakeholder engagement as our team works to ignite inclusive economic growth in underserved Detroit communities and across the region.

The SVP will provide critical support for Invest Detroit programs that create equitable access to capital for small businesses and entrepreneurs; that strengthen Detroit neighborhoods, and that grow job opportunities. They will lead the fundraising team's efforts to support organization and program expansions by leveraging existing relationships and building new ones, while also seizing opportunities to grow the fundraising efforts by expanding giving vehicles and implementing development best practices. There is great potential to grow the development team's impact internally and externally.

This position will also lead and strengthen Invest Detroit's brand identity and marketing and communications activities. The SVP will work collaboratively across the organization and board to ensure that the intention and impact of existing and new efforts are clearly and strategically communicated to a variety of external audiences including funders, partners, program beneficiaries, policy supporters, and the general public. The SVP will play a key role in identifying and managing strategic relationships, partnerships, and community engagement activities to build awareness and further the organization's development and programmatic goals.

Reporting to Invest Detroit's President & CEO, the SVP will join a collaborative and dynamic leadership team. This is an exciting opportunity for a seasoned professional to continue building the fundraising and marketing programs of a growing, mission-driven organization that is making a significant impact on Detroit and the state of Michigan.

#### **Key Responsibilities**

##### *Development*

- Lead the creation and implementation of an annual fundraising plan that addresses organizational and programmatic needs by leveraging and coordinating existing relationships and identifying opportunities for the cultivation of new prospects.
- Identify and implement opportunities to expand giving vehicles and prospect types, while improving organizational coordination and continuously professionalizing the development function.
- Manage a team of one FTE that leads the grant writing and administration program and one PTE focused on external relationship building.
- Work with organization and program leadership to identify fundraising needs and guide the creation of compelling messaging and funding opportunities.

- Manage prospect identification, research, and strategy creation to establish a pipeline of new funding opportunities.
- Coordinate funder activity across the organization to ensure coordination and strategic solicitation and stewardship.
- Identify opportunities to strengthen the impact and efficiencies of the fundraising team to maximize its support of the organization.

#### *Marketing, Branding, and Communications*

- Develop and execute a strategic, integrated marketing plan focused on supporting the development work of Invest Detroit, building awareness among targeted audiences, and strengthening the organization's reputation with clients, funders, and other stakeholders
- Manage a branding strategy that increases brand and program recognition and positive community relations and lead the brand creation of new programs
- Act as a strategic thought-partner to organization leadership to build clear, compelling messaging that highlights organizational and programmatic impact and strategically communicate those messages to targeted audiences
- With support from consultants, create and manage all marketing communications including press releases, social media, newsletters, the Invest Detroit website, the organization's annual report, and other ancillary materials
- Manage consulting relationships for design, media, and program-specific needs
- Develop and monitor an annual marketing budget with conservative and realistic projections for revenues and expenses
- In partnership with the President & CEO, engage in presentations and speaking opportunities to cultivate support from civic organizations and corporate, foundation and business representatives

#### **Preferred Qualifications and Background**

- Ideally 10+ years of professional experience in nonprofit development and communications
- Results-driven leadership experience in nonprofit development, including institutional and individual giving, major gifts, and community partnerships
- Experience working with nonprofits that provide financial services and support to underserved communities is preferred
- Track record of success in developing and implementing comprehensive strategies for marketing and development
- Demonstrated ability to take direction and drive results independently as well as collaboratively
- Excellent oral and written communication skills, including strengths in public speaking and professional presentations
- Demonstrated ability to utilize effective interpersonal skills to build and maintain external relationships and strategic partnerships as well as collaborate internally and externally to achieve goals
- Highly collaborative, dynamic, and passionate about the mission of Invest Detroit
- Bachelor's degree or equivalent experience required

*Salary range for SVP, Development and Marketing is \$120,000 – \$155,000.*

#### **Working at Invest Detroit**

Invest Detroit is a nonprofit lender, investor, and partner that supports business and real estate

projects that will ignite economic growth. Our goal is to increase density and job opportunities in a way that is strategic and inclusive.

The Invest Detroit team is a hard-working, supportive group that is passionate about our mission and believes strongly in equitable opportunity, diversity, and respect. We believe that through partnership, tenacity, creativity, and drive, we can help to improve access to opportunity and an overall better quality of life for all Detroiters.

In addition to competitive salaries, we offer a suite of excellent benefits. Invest Detroit is an equal opportunity employer committed to diversity in the workplace. For more information on our benefits structure, please visit [www.investdetroit.com/careers](http://www.investdetroit.com/careers).

### **To Apply**

Please forward your resume and cover letter, outlining how your skills and experience meet the qualifications of the position to [Resume@investdetroit.com](mailto:Resume@investdetroit.com). Please include "SVP, Development and Marketing" in the subject line and indicate how you heard about this opportunity in the email.