



Job Description

Title: Marketing and Development Manager

Location: National City, CA

Travel: as needed to Mexico and Latin America (approximately 10%)

Employment Status: Hourly

Reports to: President & CEO

Organization Description

The International Community Foundation (ICF) is a growing public charity committed to working with U.S. donors to expand charitable giving in Mexico with an emphasis on Baja California and the Sea of Cortez. In fiscal year 2016, ICF granted over \$7.5 million to organizations working on health, education, and environmental issues in Mexico and Latin America. In addition, ICF manages several high-impact programs in Mexico that work to improve quality of life and health, educational, and environmental indicators in targeted communities.

Position Description

This position will manage all aspects of ICF's growing marketing and development efforts. This includes donor development, campaign management, and communications/ publications/marketing. This position does not supervise any staff, but does oversee activities of contractors, volunteers, and interns. At times, this position will require being available outside of normal business hours.

Duties

1. Donor Development/Fundraising (60%)
 - a) Create a recommitment and retention strategy for current donors
 - b) Research new donors and other opportunities to increase financial stability
 - c) Roll-out new CRM system to improve efficiency in fundraising and communications
 - d) Launch and lead new planned giving campaign
 - e) Identify and connect FOFs with fundraising partners/resources such as trainings, social media workshops, or webinars



2. Marketing/Events (20%)

- a) Staff ICF Marketing Committee and report on all Marketing & Development strategies
- b) Maintain key marketing content for website and social media; manage all relevant contracts and accounts including Facebook, Twitter, LinkedIn, YouTube
- c) Manage contractors for digital marketing contract, field representation in Baja California Sur, and ICF website
- d) Coordinate and execute events and site visits in San Diego, Baja CA, and Baja CA Sur with ICF partners and board hosts (as necessary)
- e) Seek opportunities for ICF to lead the field through trainings/convenings, research, and publications
- f) Attend partner events and meetings as a Representative of ICF
- g) Submit proposals for awards, film festivals, conferences and events to raise awareness about ICF's work

3) Communications/Media (20%)

- a) Lead publication process from content development to printing for annual report, Giving Guides, annual mailings, and all online content
- b) Create and update ICF collateral materials -- blogs, fact sheets, and other documents as needed
- c) Develop relationships with media and other strategic partners, including updating ICF press kit
- d) Maintain key mailing lists
- e) Identify and develop content (articles & advertisements) for media in Baja and US
- f) Support Friends of Funds with communications materials, events, & outreach
- g) Manage the organizational 'Marketing & Development' calendar with key events, global and partner events, campaigns, and travel
- h) Collect and organize photos and other key marketing materials/resources

Qualifications

- At least 5 years of nonprofit fundraising experience combined with a bachelors' or masters' degree in a subject related to ICF's work
- Proven track record in fundraising, with demonstrated ability to energize donors and foundations, garner new funders, and develop new business models and revenue sources
- Strong communications skills, including a sense of diplomacy, flexibility, and discretion
- Excellent verbal and written skills in Spanish and English, and ability to articulate matters related to our industry in both languages



Qualifications (continued):

- Ability to manage complex projects simultaneously
- Ability to recruit, motivate, evaluate, develop and direct staff and consultants
- Ability to demonstrate attention to detail
- Ability to demonstrate a professional demeanor and lead with integrity
- Proficient in Microsoft Office Suite, fundraising/grant management software, and social media

Please send resume and cover letter to Anne McEnany, President & CEO, at anne@icfdn.org