

Gundalow Company, Portsmouth, NH

## ASSOCIATE DIRECTOR OF DEVELOPMENT & MARKETING

### JOB DESCRIPTION

The nonprofit Gundalow Company seeks an Associate Director of Development & Marketing who will work with staff, crew, board, committees and volunteers to update and implement a Development & Marketing plan designed to increase revenue from public sail ticket sales, private charters, program sponsorships, membership, annual fund, gift shop, schools and events. The ideal candidate will have nonprofit development and marketing experience, excellent people skills, and strong verbal and written communication skills.

### ESSENTIAL RESPONSIBILITIES:

- Create and implement a 2016 Development & Marketing plan as described above
- Assist Executive Director with donor development strategy to increase effectiveness of communications, seek prospective donors and sponsors, build awareness of our mission and participation in our programs
- Create and implement marketing and promotions calendar using social media, website, press releases, ticketing system and signage
- Maintain Donor management software – Little Green Light – training provided
- Manage and increase effectiveness of fundraising events held throughout the year

### REQUIREMENTS:

- 4 year Bachelor's degree plus 3-5 years' experience in fundraising, donor relations and stewardship, marketing and volunteer management in a nonprofit setting
- Experience and proven ability to promote a variety of year round educational programs and events using social media, newsletters, website, press releases, online ticketing system and signage
- Proficient in Microsoft office, donor management software, Mail chimp and others as needed
- Strong knowledge of local philanthropic landscape a plus
- Must be driven to increase revenue

### ORGANIZATION DESCRIPTION:

The nonprofit Gundalow Company's mission is to protect the Piscataqua region's maritime heritage and environment through education and action. To fulfill our mission, we use a recently built, traditional, wooden gundalow as our floating/sailing classroom. Having just completed four very successful years and over 1,000 sailing trips on the Piscataqua River (400 trips per year for school groups and the public) the organization is initiating a strategic planning process in early 2016 that will define goals and activities in 2017-2019.

### TO APPLY:

Send cover letter, resume, contact info for at least three references, and salary requirements to [mbolster@gundalow.org](mailto:mbolster@gundalow.org) no later than January 22, 2016.

Subject line: Search Committee Development & Marketing.