



**Job Title:** Director of Development & Marketing OR Director of Philanthropy  
**Reports To:** Executive Director  
**Status:** Full-Time, Exempt  
**Salary Range:** \$55K - \$65K Annually

### Overview

The Director of Development & Marketing (*or Director of Philanthropy*) at Habitat for Humanity of Frederick County, MD, is responsible for fundraising, events, communications, branding, public relations, and grant management. This role drives visibility, revenue growth and donor engagement through strategic marketing and donor stewardship, managing one Development & Marketing Coordinator.

### KEY RESPONSIBILITIES

- **Donor Management:** Cultivate and solicit major donors, oversee relationships, and manage the donor database.
- **Fundraising:** Lead campaigns across multiple channels (mail, online, events, grants, planned giving).
- **Brand & Marketing Strategy:** Develop and maintain consistent branding, execute multi-channel marketing campaigns, and manage content creation.
- **Communication:** Craft impactful messaging and storytelling to convey the organization's mission and community impact.
- **Strategic & Team Leadership:** Develop and implement fundraising and marketing plans, track performance, and lead a small team and volunteers.
- **Grant Management:** Identify opportunities, oversee applications, and ensure timely reporting.
- **Community Engagement:** Represent the organization at events, build relationships with stakeholders, and enhance public presence.

### ESSENTIAL QUALITIES

- Passionate advocate for affordable housing and Habitat's mission.
- Proven leader with experience in fundraising, marketing, and nonprofit work.
- Strong communicator with excellent writing, public speaking, and interpersonal skills.
- Highly organized and data-driven decision-maker.

### QUALIFICATIONS

- Bachelor's degree or equivalent experience.
- 5-7 years in fundraising, marketing, or related fields.
- Demonstrated success in donor cultivation, grant management, and budget oversight.
- Ability to manage multiple priorities in a fast-paced environment.
- Willingness to work flexible hours and travel locally as needed.

The above statements are intended to describe the general nature and level of work being performed by people assigned to this position. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.