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**Job Title: Senior Director of Communications and Engagement****Position Type: Full Time, Exempt****Salary: DOE****Location: National Ability Center Ranch, Park City, Utah****Supervisor: Chief Executive Officer**

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**Job Summary**

The Senior Director of Communications and Engagement will be responsible for successfully delivering rapid organizational growth through marketing, fundraising and business development. This position is a key member of the National Ability Center's Executive Staff Leadership team, in charge of 100% of the organization's revenue generating activities. The ideal candidate will be a strategic thinker with a strength in leading teams and achieving results in an entrepreneurial environment.

**Major Tasks and Responsibilities**

- Direct NAC business development activities (including program and education sales, annual fundraising, capital development, marketing and events) to ensure continued growth, diversification, support and expansion of the depth and breadth of financial support.
- Identify, solicit and acquire new sources of funding from individual, corporate and public funding sources.
- Create and implement best practice models and systems for marketing, sales and development to drive business outcomes.
- Working within the executive team, identify and evaluate the feasibility of various ideas for new products and services and support business plan development to ensure their successful implementation.
- Direct the planning, development and execution of an organization's marketing and advertising initiatives, including internal and external communication strategies.
- Ensures accurate, consistent message in organization's marketing initiatives locally, nationally and internationally.
- Implement market research, pricing, product marketing, marketing communications, advertising and public relations to achieve mission, strategy and revenue goals.
- Create a standardized outreach for current and future clients and donors and coordinate its implementation across sales channels, client management, and marketing and communications
- Lead the organization in utilizing CRM (Salesforce) and similar tools to initiate, track and manage relationships and maximize goals.
- Leverage customer research (quantity and quality) to provide strategic leadership for brand architecture and positioning.
- Create strategic alliances with businesses, foundations, donors and organizations to achieve business goals.
- Act as a key leader for pricing, solutions bundling, upselling, and other business development strategies.
- Drive a "lean startup" style environment of constant experimentation, learning and resource development through in-kind and volunteer support.
- Oversee all aspects of designated board committees, task forces and internal teams, including member recruitment, sub-committee assignments, and administrative support.
- Assist in the full cycle of donor engagement, including prospect identification, data and relationship management, cultivation, solicitation and stewardship.

- Create and manage all events within an environment that is aligned with our core values, mission and vision and meets our strategic goals for ROI.
- Work with staff team to discern external patterns of change that may affect our business and mission goals and develop strategies to enhance opportunities and lessen threats as appropriate.
- Develop reasonable and thorough revenue projections for annual budgets and multi-year projections.
- Serve as an external spokesperson representing National Ability Center to key industry partners, public forums and as a member of strategic community boards/networking groups.
- Manage, cultivate and support the CEO's, board, executive and program staff's relationships with key foundation, corporate and government donors/prospects.
- Create accountability within the team and organization by developing and monitoring appropriate metrics and KPIs.
- Fill management gaps by building and training individuals and teams in sales, marketing and development
- Be a persistent promoter of National Ability Center programs, events and activities with a goal to recruit participants, partnerships and supporters to our mission.

### **Required Knowledge and Qualifications**

- Bachelor's degree or equivalent professional experience. 10 years or more experience in leading marketing and sales teams.
- Clear knowledge and expertise in cross-channel marketing, trends in digital advertising, sales strategies, business development and corporate or individual fundraising.
- Self-Starter - ability to execute and implement change
- Critical Thinking – strategic and highly analytical, including leadership skills in financial analysis, modeling and business development
- Leadership – easily move others to action by planning, motivating, organizing and controlling work being done
- Interpersonal/Communication Skills – an innate ability to channel different points of view; Able to establish and maintain excellent relationships and credibility quickly; Create team atmosphere with internal staff while achieving key objectives; Excellent consulting skills as well as technical writing and public speaking
- Maturity – provide a good balance of risk taking and judgment; Is aggressive and confident; Able to operate independently of a large staff
- Valid Driver's License; must verify own auto insurance

### **Benefits**

Medical, dental, long-term disability, paid time off, paid holidays and other benefits as outlined in the Employee Handbook