The Children’s Oncology Camp Foundation (d.b.a. Camp Mak-A-Dream) seeks a Brand Development and Community Engagement Manager based in Missoula, Montana. The Brand Development and Community Engagement Manager will provide marketing and fundraising expertise in addition to contributing to the strategic vision to advance Camp Mak-A-Dream’s mission of empowering survivors and their families to live with and beyond cancer.

**Job Description**

**Job Title:** Brand Development and Community Engagement Manager

**Program:** Children’s Oncology Camp Foundation/Camp Mak-A-Dream

**Location: Missoula, Montana**

**Reports To: Executive Director**

**Position Summary:**  Camp Mak-A-Dream’s Brand Development and Community Engagement Manager will be part of the Leadership Team and responsible for the creation, development, planning for and implementation of a comprehensive brand development, donor cultivation and community engagement program to support the mission and strategic vision of Camp. We are looking for someone who is excited to exercise creativity in crafting and maintaining compelling opportunities for current or prospective supporters to be actively involved in our organization through donating resources, time and/or expertise. Collaborative conception of a communication plan and active stewardship of all giving to ensure a satisfying and rewarding experience is integral to this position, as is consistent, enthusiastic partnership with staff and the Board.

**Primary Responsibilities** include the following:

**Brand Development:**

* Create a comprehensive communication/marketing plan that promotes brand awareness/ messaging and increases participant and supporter engagement.
* Define and identify internal and external stakeholders. Engage them in the process of developing a communication and marketing plan through surveys and small focus group discussions.
* Identify brand ambassadors and engage them in advocating for Camp throughout the U.S. and Canada consistent with the established communication and marketing standards.
* In collaboration with leadership, develop marketing materials such as brochures, newsletters, social media posts, merchandise and event advertisements.
* Coordinate with other team members to ensure the communication/marketing plan is executed as planned and revised or updated as needed per changes in our organization or industry.
* Measure and report on success of marketing and communication plan or campaigns.

**Fundraising:**

* Identify, cultivate, solicit and steward individual donors, foundations and corporate donors to meet philanthropic revenue goals.
* Based on short and long-range funding goals and priorities, develop actionable strategies for meeting and exceeding those goals that increase the Foundation’s support from individuals, corporations and other sources, with special emphasis on developing major gifts.
  + Analyze and develop effective reports and mechanisms to track, monitor, and evaluate all phases of fundraising plans.
* In coordination with the Business Operations and Donor Relations Coordinator, create and maintain robust donor records using the Foundation’s fundraising database in order to track development activities analyze giving trends and generate reports.
* Research public and private grant agencies, foundations and corporate funders to identify potential sources of funding. Coordinate with Camp leadership and/or prepare, submit, and serve as a liaison for grant requests per annual grants calendar assignments. Ensure any applicable grant reporting is completed accurately and submitted in a timely manner.
* Collaborate with the Executive Director in his/her fundraising activities, including cultivation, solicitation and stewardship activities.

**Community Engagement:**

* Leverage relationships with volunteers, donors, community leaders and national partners to increase support for Camp.
* In collaboration with the Foundation’s team, design and implement a comprehensive and intentional communications and stewardship program that supports the fundraising goals and the engagement of current or prospective supporters. Raise awareness of the organization and its primary goals through outreach efforts, regular events in the community, publications, and media relations.
* Collaborate with the Events Manager to identify and cultivate participants, donors and corporate sponsors as well as ensure appropriate stewardship of these constituents.

**Management and Administration:**

* Serve as an active member of the Leadership Team in establishing, managing and evaluating the plans, measurable goals and priorities for the organization.
* Create an annual Development budget for Executive Director/Board approval; monitor and report against budget on a consistent and regular basis to assess whether targets are being met.
* Create strategic plans and measurable goals specific to brand development and community engagement.

**Communication:**

* Establish routine communication tools to inform colleagues and the Board of activities and achievements.
* Coordinate with Foundation staff to integrate brand development and community engagement-related messages into print and electronic communication efforts.

Perform other related duties and responsibilities as required or assigned.

**Qualifications, Knowledge, Abilities & Skills**:

* Bachelor’s degree with 3 or more years of experience in business, marketing, non-profit and/or fundraising,
  + Master’s degree in non-profit, business or communications preferred.
* Knowledge of fundraising techniques and practices including cultivation of donors and planned giving strongly preferred.
* Strong record of measureable results in organizing and successfully implementing diverse community engagement and communications activities including creative use of social media strongly preferred.
* Excellent interpersonal skills and an ability to establish and maintain working relationships with constituents and teammates.
* Demonstrated verbal and written communication skills, including large and small group presentations, contributions to grant writing and seemingly effortless rapport building with a widely varied audience.
* Excellent computer and organizational skills including experience with donor databases, use of social media platforms, project planning programs and Microsoft Office applications.

**Compensation:**

A competitive salary and benefit package for this position will be determined by the Children’s Oncology Camp Foundation (Camp Mak-A-Dream) Board of Directors with the recommendation of the Executive Director based on market conditions, qualifications and experience.

**Application Process:**

Interested and qualified candidates should email cover letter, resume, writing sample (preferably a major gift solicitation letter or other fundraising piece) and a minimum of two professional references with “Brand Development and Community Engagement Manager” in the subject line to: [kim@campdream.org](mailto:kim@campdream.org).

***DEADLINE to apply is Thursday, October 20, 2022.***

Children’s Oncology Camp Foundation (Camp Mak-A-Dream) is an Equal Opportunity Employer.