

Job Title: Marketing and Development Director

Organization: Aphasia Center of West Texas

Location: Midland, TX

Closing Date: 07/31/2020

Job Purpose: To plan and implement marketing and fundraising activities that meets the organization's goals for regional awareness, growth and financial stability.

Key responsibilities:

1. Marketing:

- a. In conjunction with the Executive Director and Program Director plan and implement marketing strategy, including advertising and PR
- b. Manage marketing resources according to agreed budgets
- c. Design and prepare general marketing and print materials such as letterhead, envelopes, brochures, and promotional items
- d. In conjunction with the Executive Director, select and manage any external agencies involved in marketing and advertising efforts
- e. Oversee electronic media
- f. Produce eNews
- g. Oversee design and produce annual report to organization's stakeholders
- h. In conjunction with Executive Assistant, manage electronic delivery and support systems, such as Constant Contact
- i. Oversee production of any advertising materials, such as promotional videos, television commercials, PSAs, etc....
- j. Assist in developing and maintaining organization's image and reputation

2. Fundraising:

- a. Assist in securing funding through the development and execution of annual grant proposal strategy
- b. Oversee Grant Writer, ensuring deadlines are met
- c. Oversee design and prepare print materials, including invitations, envelopes, sponsor letters and print ads for fundraising events, including Chocolate Decadence and Aphasia Awareness Concert
- d. Serve as an active member of both Chocolate Decadence and Aphasia Awareness Concert planning committees.
- e. Oversee annual appeal.

How to apply:

To apply, please call Kitty Binek at 432-699-1261 or email resume to kitty@aphasiawtx.org