



DTA Director of Fundraising and Marketing Job Description

Job Title: Director of Fundraising and Marketing
Job Description Approval Date: 6-4-13
Reports To: Executive Director, Dallas Tennis Association
FLSA Status: Exempt

Job Summary

The Director of Fundraising and Marketing will lead and execute all fundraising events and activities for the Dallas Tennis Association (DTA) and assist the Executive Director in increasing community awareness of all DTA programs and activities. This is a full-time salaried position.

In addition to reporting to the Executive Director, this position will regularly report to the Board of Directors and the Marketing and Fundraising committees.

Essential Job Functions

1. Direct all fundraising events, including:
 - a. Solicit sponsorships, donations
 - b. Recruit and train volunteers for events
 - c. Maintain a database of donations and contacts
 - d. Develop marketing strategy and plan for fundraising events

2. Lead all fundraising activities, including:
 - a. Manage and develop relationships with current and potential donors
 - b. Solicit sponsorships, donations, corporate matching gifts and charitable bequests
 - c. Identify new foundations, corporations and opportunities to cultivate prospective donors
 - d. Maintain an accurate and complete donor and prospective donor database
 - e. Track progress of pending and secured donations
 - f. Assist Executive Director with identifying new grant opportunities
 - g. Develop fundraising and marketing presentations and videos

3. Develop and implement grassroots marketing to increase awareness, including:
 - a. Develop annual marketing plan
 - b. Write news releases and assist with the quarterly newsletter
 - c. Build and maintain media/marketing database
 - d. Increase social media presence
 - e. Assist with quarterly online newsletter

Minimum Required Education, Experience & Skills

- § Excellent verbal and written communication skills
- § Excellent relationship building skills
- § Strong interpersonal skills



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- § Good organizational skills
- § Proficient computer skills: Word, Excel, PowerPoint and Social Media (Facebook, Twitter, LinkedIn, Constant Contact)
- § A proven track record in growing revenues

Preferred Education, Experience & Skills

- § Bachelor's Degree in marketing, public relations or communications preferred
- § Previous experience in fundraising/development
- § Knowledge of tennis preferred, but not required

Physical & Mental Requirements:

- § Ability to work with minimal day to day direction
- § Ability to work some weekends

The information listed above is not comprehensive of all duties/responsibilities performed. This job description is not an employment agreement or contract. Management has the exclusive right to alter this job description at any time without notice.