



**JOB TITLE:** Director of Fundraising and Communications

**REPORTS TO:** Development

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**Job Summary:**

The Director of Fundraising Development and Communications will perform the organization's fundraising efforts across the Sacramento and Northern State region, implement a marketing and development program. This individual will use digital marketing platforms and skills to identify, cultivate, solicit, and steward relationships with individual donors, corporations, foundations, and community organizations to meet annual revenue goals of \$1.25 million+. This role includes digital marketing and content creation and management, working collaboratively across departments to achieve mission impact.

**Communications and Marketing:**

- Develop and implement a comprehensive communications plan to raise awareness of Make-A-Wish's mission and community impact.
- Responsible for developing, executing, and managing engaging social media content and communication strategies to enhance brand visibility and audience engagement.
- Manage media relations, including press releases, media requests, and public statements.
- Supervise the production of digital and print materials, ensuring compliance with brand standards.
- Collaborate on annual reports and other stakeholder communications to effectively convey Make-A-Wish's impact.

**Fund Development:**

- Implement and update fund development plans to attract new donors and enhance existing relationships.
- Produce capacity building, and social network digital fundraising campaigns.
- Lead donor stewardship activities, focusing on cultivating and soliciting major gifts.
- Manage and grow Make-A-Wish's monthly donor program and major gift initiatives.
- Conduct prospect research to identify local, regional, and national grant opportunities.

**Community Engagement:**

- Cultivate relationships with foundation and corporate partners to secure funding and support.
- Represent Make-A-Wish at public events and community gatherings to enhance organizational reputation and visibility.

The ideal candidate will have 5+ years of nonprofit fundraising experience, expertise in managing relationships with major donors and corporate partners, and strong communication and project management skills. A passion for Make-A-Wish's mission and a demonstrated ability to build long-term relationships is essential. Experience with major gifts fundraising is a significant plus.

This position will be based in the Sacramento office of Make-A-Wish Northeastern & Central California. Flexible remote work options are available, with a minimum of three in-office days per week. Availability

for some evening and weekend activities is required for events, donor cultivation, and community engagements.