

## Position Specification

### Fund For Armenian Relief Director of Institutional Marketing and Development

#### About the Fund for Armenian Relief

FAR ([www.farusa.org](http://www.farusa.org)) is a dynamic and growing organization with a Board that is committed to giving hope, guidance, opportunity, and empowerment to the people of Armenia, Artsakh and Javakh. Our work is focused through our five strategic pillars of education, child protection, economic development, healthcare and social services.

Our projects can be multi-generational and geographically expansive through which FAR implements life-changing support. Some of this work translates into providing refuge and help to children who have suffered abuse and abandonment; empowering young adults to excel in school and access higher education; and transforming healthcare professionals into medical ambassadors in their communities. We have also been a leader in transforming entire regions in our “save a generation” programs an example of which is our \$10 Million BCCP Tavush initiative. FAR fundamentally helps the people in a region by building infrastructure that allows for a holistic view of life, from birth to education to a meaningful work life experience.

#### Position Summary

The Director of Institutional Marketing and Development has responsibility for the overall strategic development and management of the set of communications that FAR deploys to reach their audience. The goal of this fundraising strategy is to build and strengthen the brand's image in the market to further develop trust among the diaspora and ultimately make it the foundation of choice for individuals to consider when planning their charitable giving efforts.

This person will be responsible for the successful establishment and training of employees as well as strategic partners in order to provide an impactful deployment of communication strategies through all traditional as well as digital channels. He/she/they will drive expansions and strategic growth by actively managing the mix and diversification goals for reaching potential donors. The successful candidate will be able to effectively develop and maintain broad based relationships throughout the target audiences with the emphasis on developing the right setting to finalize and secure the donor engagements. The Executive Director and/or

Board Members are fully committed to these efforts and willing to provide whatever assistance, at any time, as may be needed. The Director of Institutional Marketing and Development will manage the ongoing donor relationship to ensure FAR is positioned appropriately with the donor as the dominant foundation of choice. Position reports to Garnik Nanagoulian, Executive Director.

## Key Responsibilities

- Utilize management skills of communication, presentation, time management, organization and planning to successfully achieve institutional marketing and fundraising objectives.
- Advise on potential partnerships with other organizations and agencies and identify specific funding and partnership opportunities
- Responsible for entire lifecycle of Institutional Marketing and Fundraising to include:
  - Potential donor targeting
  - Engaging with legacy as well as new donors through traditional and digital channels
  - Development of digital and traditional materials for the successful continuation of touch/drip contact campaigns.
- Management of the potential donor and the sense of “when and if “to involve the Executive Director and/or relevant Board Member to finalize the “deal”.
- Effectively manage all internal and external resources to perform above tasks according to plan and within budget; set expectations concerning performance
- Estimate time frames, quality and quantity of resources required to successfully achieve objectives
- Conduct periodic checks with donors to assess their “delight” with FAR’s efforts and prepare appropriate activity reports
- Prepare and deliver quarterly status reports to the FAR Executive Director and relevant Board members on all key activities and initiatives
- Provide “best practices” to Board members in order to keep them current as well as to enhance the individual Board member’s approach to fundraising.
- Build effective relationships at multiple levels within the Armenian diaspora to leverage the strategy and build awareness of our capabilities
- Travel as necessary to support donor and marketing activity
- Periodic trips to NYC HQ, frequency to be agreed upon
- Support the Executive Director as needed

## Required Skills/Qualifications

- An individual who is passionate about Armenia and the mission of FAR and whose Armenian identity is foundational
- 10+ years of strategic and tactical experience with institutional marketing to include traditional channels as well as advanced social media as it relates to targeting and donor development
- Strong development and execution experience with fundraising strategies and tactics
- Ability to engage and market to all types of donors

- Ability to solve problems and present conceptual information to all levels of internal management and potential donors
- Strong computer skills with proficiency working with complex databases and tools; knowledge of Raiser's Edge would be helpful
- Advanced understanding of on-line and off-line fundraising tools with a solid understanding of design and visual content principles
- Excellent verbal and written communication skills, and ability to confidently interact with individuals at all levels, including the Board of Directors, Armenian Government officials, and leaders of the Armenian Church.
- Organized, systematic and able to prioritize, schedule and perform complex tasks on time and with minimal supervision
- Excellent relationship skills
- Undergraduate degree is required, advanced degrees are helpful

## Leadership Qualities

- A collaborative, action-oriented team player who can operate successfully across formal and informal reporting structures
- Comfortable with ambiguity and able to perform effectively with limited detail while pursuing a specific business objective
- Takes responsibility and is accountable for their results
- A sense of urgency and the will to succeed
- A creative problem solver who can view a problem strategically and effectively align solutions with the goals of the organization
- Excellent business acumen, financial and analytical skills
- Excellent planning and communication skills
- Friendly, patient, and a good listener
- Contributor to the positive work environment of a multicultural organization
- Desire to learn, grow, and be coached
- A nice person that just wants to do something great for Armenia and the Armenian People

## Compensation

The compensation range for this position is \$100,000 - \$150,000 per annum and is commensurate with experience. An attractive benefits package is included.

## For Consideration Please forward your background to:

Garnik Nanagoulian, Executive Director  
[gnanagoulian@farusa.org](mailto:gnanagoulian@farusa.org)