

AQUARIUM, CHIEF DEVELOPMENT OFFICER

GENERAL SUMMARY

The Aquarium Chief Development Officer is responsible for ongoing/daily marketing project management and coordinating the execution of the Aquarium's integrated marketing initiatives, campaigns and special events. This position will spearhead the creative development, execution, analysis and results tracking for social media organic and advertising campaigns as well as email campaigns. This position will have direct oversight of all public relations initiatives, internal and external marketing campaigns and the communication needs for the Aquarium. This position will work collaboratively to consistently leverage the Aquarium's brand across all marketing initiatives to support both short and long-term goals related to the Aquarium's mission and strategic plan. The Chief Development Officer is a full-time position and reports to the Chief Operating Officer.

MAJOR RESPONSIBILITIES/ACTIVITIES:

- Direct oversight and management of Aquarium staff dedicated to events, marketing, branding and membership.
- Ongoing project management of campaign programs, branding and public relations
- Coordination of an annual membership campaign and other giving programs that support the annual operating budget.
- Oversight of grant seeking opportunities – including research, proposal writing and reporting requirements
- Oversight of production of print advertisements, sales sheets, member materials, collateral, website graphics and social media graphics adhering to brand guidelines
- Responsibility for integrated marketing communications (offline and online; paid, owned and earned media)
- Responsibility for final proofing of marketing, advertising and PR materials for accuracy and consistency
- Oversight of all social media accounts for both organic and paid campaigns; continually monitoring social media strategy to best accomplish Aquarium goals
- Development and implementation of dashboard reports, project status reports and timelines
- Design, implement and maintain budgets.
- Serve as the staff advisor/liaison to the Jenks Aquarium Authority and the Oklahoma Aquarium Foundation.
- Represent the Aquarium on other boards, committees and/or associations.
- Ability to make public appearances/accept speaking engagements to share information about the Aquarium with the surrounding communities.

ADDITIONAL RESPONSIBILITIES/ACTIVITIES:

- Ability to represent the Oklahoma Aquarium on other boards, committees and/or associations
- Willing to make public appearances/accept speaking engagements in the surrounding communities to share information about the Oklahoma Aquarium
- Ability to work non-standard days/hours.
- Ability to travel on a limited, as-needed, basis – including occasional overnight travel.
- Demonstrate professionalism at all times.
- Excellent interpersonal and written communications skills
- Exceptional organizational skills
- Accuracy and precision in handling details
- Project management and process oriented
- Ability to handle large work volume, multiple priorities, and ability to meet strict deadlines
- Ability to work in a fast-paced, professional environment
- Team oriented
- Confidence and motivation to work independently to complete daily tasks
- Dependable and accountable through attendance and adherence to timelines/deadlines
- Perform other related duties as requested.

MINIMUM AND PREFERRED REQUIREMENTS:

- A minimum of a Bachelors' degree in business administration, public administration, or a similar specialization relevant to non-profit management and/or development activities is strongly desired.
- A master's degree in business administration, public administration, or a similar specialization relevant to non-profit management and/or development activities is preferred.
- A demonstrated record of successfully managing long-term projects and stewarding major gifts. The ability to manage multiple projects in a dynamic environment with emphasis on consensus-building and experience with process improvement is required.
- Exceptional organizational, communication and interpersonal skills are also a prerequisite.

WORKING ENVIRONMENT

The duties of the Chief Development Officer will be performed in multiple locations, including, but not limited to a climate controlled office environment, the public and restricted areas of the Jenks Aquarium and/or the offices and venues of vendors, patrons and donors.