



JOB OPPORTUNITY

VICE PRESIDENT OF DEVELOPMENT & MARKETING COMMUNICATIONS

OPPORTUNITY

Catalyst CT is seeking a dynamic and visionary **Vice President of Development & Marketing Communications** to develop, coordinate, and drive Catalyst CT's fundraising strategy while ensuring strong alignment across the organization's marketing communications initiatives. This role leads Catalyst CT's revenue growth by building a diversified, sustainable fundraising program that advances mission impact and long-term financial health. The Vice President of Development & Marketing Communications is an experienced, strategic leader skilled at building trust with donors, funders, and partners and able to translate Catalyst CT's work into a powerful case for investment. They are entrepreneurial in approach, comfortable setting ambitious revenue goals, and adept at mobilizing people, resources, and ideas to achieve them.

Reporting directly to the President & CEO and serving as a key member of the Senior Leadership Team, the Vice President of Development & Marketing Communications will represent Catalyst CT at influential tables and help shape the organization's strategic direction. This role is pivotal in driving Catalyst CT's fundraising strategy and external engagement, while building diversified revenue streams and strengthening the organization's visibility and influence.

ABOUT CATALYST CT

Catalyst CT, formerly RYASAP, is a nonprofit organization based in Bridgeport, Connecticut, with a mission to ensure the safe and healthy development of youth, young adults, and families by engaging communities, public officials, and leaders around issues that matter most.

Catalyst CT serves as the DMHAS-designated Regional Behavioral Health Action Organization (RBHAO) for Southwest Connecticut and is widely recognized for leadership in violence prevention, behavioral health promotion, AmeriCorps service programs, and restorative justice. With a current budget of \$5M and 40 staff, Catalyst CT delivers multi-site, multi-program impact across Fairfield County and beyond. To learn more, visit <https://catalystct.org/>

KEY RESPONSIBILITIES

Fundraising & Revenue Leadership

- Lead Catalyst CT's overall fundraising strategy, driving sustainable revenue growth across annual giving, major gifts, sponsorships, and institutional funding.

- Set priorities, goals, and performance expectations; develop compelling cases for support aligned with organizational strategy.
- Cultivate and steward key donors and philanthropic partners, guide leadership and Board members in effective fundraising engagement.
- Provide leadership and support for fundraising and engagement events, partnering with internal teams and volunteers to enhance sponsorships, donor engagement, event execution, and post-event stewardship.
- Track performance and donor trends; translate insights into strategic recommendations for the President & CEO and Board.

Marketing Communications & Brand Strategy

- Guide the development and implementation of integrated marketing communications strategies, working collaboratively with staff and external partners to advance Catalyst CT's mission, strengthen donor engagement, elevate programmatic impact, support advocacy priorities, and foster organizational growth.
- Serve as the strategic leader for organizational brand positioning, messaging, and visual identity, ensuring all activations reflect compelling and mission-aligned content across internal and external audiences.
- Partner closely with program leadership to translate complex ecosystem, initiatives, systems-change efforts, and community impact into accessible and compelling narratives for funders, partners, policymakers, and the public.
- Lead organizational storytelling efforts that elevate participant voice, demonstrate measurable impact, and strengthen Catalyst CT's reputation as a trusted community leader and advocate.
- Expand Catalyst CT's visibility, influence, and reach through strategic partnerships, media opportunities, public engagement, speaking opportunities, and thought leadership initiatives. Support crisis communications and reputation management efforts, ensuring timely, accurate, and coordinated organizational responses when needed.

Leadership & Collaboration

- Serve as a senior member of the leadership team, integrating fundraising and communications into organizational planning and decision-making.
- Partner with the President & CEO, Board, and cross-functional leaders to advance external engagement, revenue growth, and mission impact.
- Represent Catalyst CT at senior and executive leadership tables, helping shape strategy and address systemic barriers affecting the communities served.
- Leverage data, analytics, audience insights, and engagement metrics to evaluate effectiveness, refine strategies, and strengthen organizational brand reach and engagement.
- Lead and manage a motivated development and marketing communications team, including the Director of Development, Marketing Communications Manager, and Marketing Communications & Operations Coordinator.

QUALIFICATIONS

Ideal Skills & Experience

- Minimum 10 years of progressive experience in annual giving, donor communications, stewardship, and/or development operations, as well as experience in brand and marketing communications leadership.
- Demonstrated success managing multi-channel donor communications and appeals.
- Experience managing a donor portfolio and supporting a major gifts pipeline.
- Bachelor's degree required (or equivalent professional experience).
- CFRE certification or intent to pursue CFRE preferred.
- Proficiency with donor CRM systems (Neon, Salesforce, Raiser's Edge, or similar).
- Ability to use data and metrics to inform strategy and improve donor engagement.

Attributes

- Strategic fundraising leader with a proven ability to drive revenue growth and build lasting donor partnerships.
- Compelling communicator and brand steward who translates impact into persuasive, mission-driven messaging.
- Trusted relationship-builder with the presence to engage executives, Board members, and external partners.
- Collaborative people leader who develops strong teams and drives accountability.
- Values-driven professional committed to equity and addressing systemic barriers for communities served.

COMPENSATION & BENEFITS

This position is a full-time exempt, salaried position located in the Bridgeport office. The salary range is \$125,000-\$140,000 dependent on relevant qualifications and experience. The successful candidate will be offered medical and dental insurance; retirement, life and disability insurance; and PTO.

HIRING PRACTICES

Catalyst CT is an Equal Opportunity Employer. All qualified applicants will be considered without regard to race, color, religion, sex, gender identity, age, sexual orientation, national origin, veteran, or disability status.

TO APPLY

The search is being conducted by The Strategy Group. Please submit a resume and a compelling letter of interest via email. All cover letters and resumes should be sent as ONE PDF DOCUMENT titled "Last Name Cover Letter and Resume" to nonprofitjobs@thestrategygroupllc.org. Please title emails as CATALYST CT VP SEARCH in the Subject Line. Applications will be accepted until the position is filled.