

JOB DESCRIPTION

Job Title: Manager of Marketing and Donor Development

Department: Marketing and Development

Job Summary

Manage marketing initiatives and donor development of small social service agency through publicity, special projects, donations, and events. Create content for website, print, community outreach, agency publicity, and social media. Participate in ongoing supervision, and attend monthly staff meetings.

30 hours per week, on site

Duties and Responsibilities

- Manage donor database: donor profiles, donations, thank you/tax letter correspondence, life and legacy tracking in-kind donations
 - Maintain and update agency website (WordPress)
 - Plan and execute development materials including but not limited to appeals, campaigns, and annual reports.
 - Coordinate community outreach: email blasts, educational program invitations, and social media
 - Manage development of agency page in local newspaper: written content, tribute list, design, stakeholder editing
 - Run monthly meetings: marketing (monthly board committee), development (bi-weekly agency)
 - Event Administration: Act as staff liaison to Fundraiser Chair, which may include additional work hours
 - Weekly deposits
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Required Skills/Abilities

- Demonstrates leadership, while working in a team-based collaborative environment
 - Outstanding communication, interpersonal, and organizational skills
 - Able to make decisions independently
 - Process oriented with a high degree of accuracy and attention to detail
 - Proficient in MS Office, and Marketing software including Adobe Creative Cloud, Word Press (training provided), PowerPoint, Network for Good Donor Database (training provided)
 - Ethics: Treats people with respect and maintains confidentiality; keeps commitments; inspires the trust of others; works with integrity and ethically; upholds organizational values
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Education and Experience

- 4 year degree required
- 3+ years of comparable work experience preferred