

## JOB DESCRIPTION

**Job Title:** Manager of Marketing and Donor Development  
**Department:** Marketing and Development  
**Reports to:** Executive Director  
**Hours:** Full Time, on site



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### Job Summary

Manage strategic marketing efforts of a small social service agency, with a focus on brand storytelling, digital campaigns, and partnerships to enhance community engagement and support. Manage marketing initiatives and donor development through publicity, special projects, appeals, and events. Create content for website, print, community outreach, agency publicity, and social media. Participate in professional development opportunities and attend monthly staff meetings.

**Supervisory Responsibilities:** Development Administrator, Marketing Administrator

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### Duties and Responsibilities

- Manage donor database: contacts, donation processing, correspondence, tracking and reporting
- Maintain and update agency website (WordPress) in partnership web host
- Coordinate community outreach: email blasts, educational program invitations, and social media
- Plan and execute materials including but not limited to corporate and community appeals, campaigns, and annual reports.
- Manage all aspects of agency's monthly feature page in local newspaper: written content, photography, tribute list, and design
- Run team meetings
- Annual Fundraiser: Act as staff liaison to Fundraiser Chair for all administrative functions

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### Required Skills/Abilities

- Aptitude for reporting across multiple software platforms to support development
- Excellent writing and editing skills to deliver mission driven messages
- Outstanding leadership, communication, interpersonal, and organizational skills
- Able to make decisions independently based on mission and values of the agency
- Process oriented with a high degree of accuracy and attention to detail
- Proficient in MS 365, and Marketing software including Adobe Creative Cloud, Word Press (training provided), Network for Good or similar CRM databases (training provided)
- Understanding of HIPAA compliance, PII protections, and donor confidentiality

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### Education and Experience

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

### Compensation and Benefits

- **Salary:** Commensurate with experience
- **Benefits:** 403(b), Paid Time-Off
- **Health Insurance:** Employer sponsored coverage

**To apply:** Please send your resume and cover letter to [employment@jfslv.org](mailto:employment@jfslv.org)

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