



Job Description

Title

Development and Marketing Manager

Qualifications

Undergraduate degree in related field and a minimum of 2-3 years of related experience.

Excellent writing, editing and verbal communication skills

Project and event management experience

Basic graphic design skills

Ability to work nights (4-5 per month on average) and weekends (3-4 per year on average)

Description

The Development and Marketing Manager works with the Development and Marketing team to implement a strategic development plan. Through assistance in cultivation, the Development and Marketing Manager helps create a thriving and successful fundraising and marketing environment to allow the organization to meet its goals.

Responsibilities

- Support Chief Development and Marketing Officer in planning and executing a strategic and integrated marketing and development plan that includes internal and external communications, website content, electronic media, print collateral, and action steps for individual, corporate, and planned giving, special events, in-kind giving and information management.
- Examine and implement best practices in nonprofit communications. Administers agency-wide adherence to marketing and communications brand standards across all off- and online platforms.
- Serve as the primary social media manager to promote public image and awareness efforts through online messaging and design. This includes creating concepts, writing and designing content, scheduling and deciding placement, copy-editing, measuring outcomes, and reporting.
- Prepare and execute an ongoing engagement plan for assigned individual and corporate donors including donor visits.
- Cultivate mid-level gifts and legacy giving prospects through ongoing engagement.
- Strengthen mid-level gift donor identification, cultivation, solicitation, recognition, and stewardship
- Develops relationships with representatives from area corporations and organizations to recruit volunteers and donors. Supports community outreach efforts by attending fairs and other events with potential donors and targeted volunteers. Regularly recruits through social media and our website.
- Attends all required organization in-services.
- Attends a minimum of one continuing education offering per year.
- Demonstrates awareness of socioeconomic and cultural diversity.

- Perform other duties as assigned.

Accountability

Accountable to the Chief Development and Marketing Officer for carrying out assigned responsibilities and for following agency policies and procedures.

Excellent benefits to include Medical, Dental, Vision, Paid Time Off/Vacation/Holidays, Hybrid work schedule.

Application Information

To apply, send cover letter, resume, and salary requirements to Cassandra Cooke at cassandra@safeconnections.org.

Safe Connections seeks and celebrates diversity in its staff community and provides a dynamic team environment. A trauma-informed culture with a high value on self-care, mentoring and professional development is an organizational hallmark. We are an equal-opportunity employer. Employment decisions are made based on merit and organizational needs, not on race, color, citizenship status, national origin, ancestry, gender, gender identity, gender expression, sexual orientation, age, religion, creed, physical or mental disability, marital status, veteran status, political affiliation or any other factor protected by law.