



## **Marketing & Development Associate**

### **JOB PURPOSE**

The Marketing & Development Associate is a full-time, permanent position. This position is ideal for a self-directed and goal-oriented, organized professional with a positive attitude that has the ability to learn quickly, multi-task, think outside the box, prioritize workload & team requests in a courteous, professional manner. The Marketing & Development Associate is responsible for creating our social media presence and driving growth, managing our communications to external stakeholders, operational management of our annual fundraising events, Wordpress site management & integration with our online applications (donations, forms), and collaborate, design and execute fundraising tasks as articulated in the annual marketing plan.

### **REPORTS TO**

Director of Development, while collaborating closely with the Development, Volunteer and Programs Department staff, as well as the CEO.

### **PRIMARY RESPONSIBILITIES**

#### **Marketing & Communications**

- Under the direction of the Development Director, develop and execute the communications strategy to stakeholders, including supporting the fundraising campaign strategy. Write content, source images, update mailing lists for:
  - email newsletters
  - direct mail campaigns
  - print and digital advertising
  - donor thank-you campaigns
  - end of year fundraising campaign
  - capital campaigns
- Ensure all of our communications with Dreamer Scholars, families, donors, partners, staff, and other stakeholders maintain an equitable lens and put Dreamer Scholars first
- Stay up-to-date on new marketing strategies and platforms, and bring a fresh lens to the marketing and fundraising efforts of the organization
- Segment data and develop targeted email marketing strategies that grow the loyalty and engagement of our stakeholders, increasing open rate of communications
  - assist in the integration of a new, robust email marketing platform
- Launch and maintain an organizational blog to share the impact of the foundation
- Lead the organization's social media presence on Facebook, Instagram, LinkedIn, Twitter and with a goal of increasing engagement. This includes:
  - creating a social media strategy & calendar, and the supporting content for posts
  - developing campaigns that coordinate with other department activities
  - responding to comments and direct messages in a timely manner

- track analytics to evaluate the effectiveness of social media communication
- ensuring comments and direct messages that need cross departmental responses are addressed effectively
- Manage the external Wordpress website: content updates, application integration, translation, UI, as well as assist in the collaboration of the redesign.
- Assist the Development Team with producing printed materials, including sell sheets, presentations, graphics
- Manage the execution of the annual report, working collaboratively with a contractor
- Optimize database of our supporters and their interactions with us (using Salesforce NPSP) through accurate and timely data entry and data management.

## **Events**

- Under the direction of the Development Director, work collaboratively with event management contractors for annual events: Dream-Maker Luncheon, Dream-Maker Breakfast, Golf Tournament.
  - coordinate sponsor presence
  - manage pre-event and day of registration process
  - coordinate with programs staff to have Dreamer scholar presence if necessary
  - engage with marketing and fundraising committees regarding program and fundraising ask
  - manage communication and promotion of events through newsletters, social media posts, and one one one connections
  - optimize database of our supporters and their participation (using Salesforce NPSP) for future event planning, marketing, and best practices
- Participate and represent the organization in third-party special events as needed, such as tabling
- Coordinate a partnership for the Holiday Dreams gift program which serves approximately 600 "I Have A Dream" Foundation families.
- Ensure events have an equitable lense and are not presenting clients (in this case Dreamer Scholars) as recipients, but rather collaborators in the work off the organization

## **QUALIFICATIONS**

### **Education**

- College degree and/or equivalent work experience in education, business, English, publishing, human services, or communications is required. Prior experience in a fundraising department is not required but would be preferred.

### **Experience**

- Two+ years of marketing, communications, and/or fundraising experience
- Experience with some form of database software preferred (Salesforce a plus).
- Experience with graphic design (Canva and Adobe a plus)
- Experience with social media and website design and/or maintenance, including metrics.
- Experience with email marketing and fundraising platforms a plus (e.g., Classy, Constant Contact, MailChimp, Campaign Monitor).

### **Knowledge, Skills and Abilities**

- Qualified candidates will have a deep commitment and passion for improving the opportunities available for economically disadvantaged children to succeed academically and personally, with a commitment to equity and inclusivity.
- Candidate must possess highly-developed oral and written communication skills.
- A spirit of customer service is required.
- Strong writing skills required with strong knowledge of English grammar and exceptional attention to detail in matters of grammar, spelling, and punctuation.
- Must have unusually acute attention to detail; be able to read, comprehend, and follow instructions; and be able to effectively manage time.
- Individual also must demonstrate exceptional organizational skills and computer competency, including knowledge of G-suite and MS Office.
- Applicants should be able to thrive in a fast-paced environment, handle multiple tasks, work on projects independently and with a team, and meet tight and shifting deadlines.
- Have strong passion for the work and vision of “I Have A Dream,” and in upholding IHDF’s internal values.

### **PHYSICAL REQUIREMENTS NECESSARY TO PERFORM THIS JOB**

- Need to be able to work at a computer for long periods of time.
- Some evenings, weekends and local travel required. Ability to travel to and from meetings and appointments in locations and times when public transportation is unavailable.
- Ability to lift and carry 25 lbs.

### **Compensation:**

- Competitive salary, commensurate with experience
- Employer pays 75% of employee premium for medical and dental insurance
- Employer paid life and short-term disability insurance
- Flexible Spending Benefit Plan
- 403b retirement plan (employer contributes 3% of annual salary)
- 15 days of accrued vacation, 10 days of sick and 11 holidays