

POSITION TITLE: Marketing, Fundraising, and Events Manager

FLSA STATUS: Exempt

SUPERVISED BY: Executive Director

SCHEDULE: Full-time, in-person business hours, with occasional evenings and weekends

Purpose:

The Marketing, Fundraising, and Events Manager is responsible for strategically advancing the agency's mission and goals by leading and expanding a dynamic fundraising and marketing program aimed at raising over \$1 million annually. As a key member of the agency's management team, this role serves as a liaison to the Board Fund Development Committee, donors, and the community. Collaborating closely with the Executive Director, the Marketing, Fundraising, and Events Manager will develop and execute a multi-year marketing and fundraising plan encompassing major gifts, events, direct appeals, corporate and foundation giving, planned giving, and new revenue sources to support operational growth and long-term investments.

Essential Functions:

Fundraising

- Develop, implement, and evaluate a diversified annual fund development plan with clear goals, objectives, timelines, and revenue metrics.
- Establish a fundraising infrastructure in collaboration with the Executive Director and Board of Directors, including structure, processes, marketing materials, and an operational plan.
- Explore and implement innovative strategies to engage individual donors, such as online appeals, house parties, telephone solicitation, leadership giving circles, matching gift options, and face-to-face meetings.
- Analyze current giving trends and devise plans to increase donor giving levels, focusing on identifying prospects for major gifts.
- Cultivate relationships with local networks, corporations, businesses, and service clubs to support the agency's mission through crowdfunding efforts.
- Plan and execute special events, including the annual auction and awareness month events, while exploring new event opportunities such as walks and golf tournaments.
- Manage fundraising tracking systems and the constituent database in Kindful.

- Engage the Board of Directors in fundraising activities and foster a culture of philanthropy throughout the agency.
- Provide regular progress reports and revenue metrics.

Marketing

- Lead the agency's brand marketing efforts, developing plans for creating brand assets, marketing collateral, messaging, and opportunities for brand placement.
- Maintain and update the agency profile on third-party charity sites such as GuideStar, Charity Navigator, CrowdRise, JustGiving, Nonprofits on Facebook, and all social media platforms.
- Oversee the development of marketing and fundraising materials, including event promotion and sponsorship solicitations, presentations, appeal letters, donor engagement materials, annual reports, letters of inquiry, marketing collateral, and proposals, ensuring high-quality output.
- Modernize and manage the agency's website content.
- Provide leadership and management to the development and marketing team.
- Collaborate with senior staff to fully leverage marketing and development opportunities, initiatives, and messaging.
- Ensure compliance with all applicable legal and ethical standards and guidelines.

Preferred Education/Experience:

- Bachelor's Degree in business administration, marketing, or equivalent work experience. A Master's Degree or CFRE (Certified Fund Raising Executive) accreditation is a plus.
- At least 2 years of progressively responsible marketing and development experience, preferably in a nonprofit setting.
- Proficiency in MS Office, Kindful, OS Soft, or similar donor and client data management systems.
- Must be 18 years of age or older, with a valid driver's license and vehicle insurance.

Competencies:

- Exercise good judgment and respectful communication with volunteers, vendors, and community members.

- Excellent written and oral communication skills.
- Sensitivity to issues related to domestic and sexual violence.
- Understanding of the importance of confidentiality and professional boundaries.
- Commitment to the agency's values and mission, with the ability to communicate its vision.
- Dedication to contributing to a productive work environment and working cooperatively as a team member.
- Excellent time management and organizational skills, with attention to detail and the ability to coordinate multiple tasks.
- Ability to work with a flexible schedule and be self-directed.
- Commitment to excellence, innovation, risk-taking, and possessing excellent problem-solving and conflict resolution skills.

Please send your cover letter, resume, and references to SeQuita Brown, Deputy Director, sbrown@awareshelter.org, to apply. All applications are due by January 24th, 2025, at 5 PM EST.