



FAMILY HOUSE

Job Description

POSITION: Manager, Development and Marketing Communications
STATUS: Full-Time, Exempt
REPORTS TO: Director of Development

GENERAL SUMMARY: Family House seeks an experienced, take-charge team member with the ability to build relationships with internal and external constituents. As part of the Family House (FH) Development Department, the Manager, Development and Marketing Communications will have a wide range of fundraising and marketing responsibilities in order to achieve FH goals. This includes, but is not limited to, fundraising via special events, individual and foundation giving, and developing marketing collateral and campaigns. The Manager, Development and Marketing Communications also maintains an awareness of the FH Guest Standards and applies them when the opportunity arises.

RESPONSIBILITIES:

Development

In collaboration with the Senior Director of Development and the Director of Development, help develop and implement the Family House annual Development plan, including evaluating corporate and foundation prospects and recommending funding opportunities. Other primary Development responsibilities include:

- **Event Planning**
 - Plan and execute fundraising events that meet or exceed budgeted goals.
 - Manage volunteer planning committees.
 - Adhere to timeline for securing sponsorships and in-kind gifts, scheduling vendors, contractors, and caterers, and marketing for each event.
 - Cultivate and manage positive and professional sponsorship, donor, and vendor relationships.
- **Fundraising**
 - Coordinate and manage annual donor appeal calendar and solicitations (digital and direct mail).
 - Work with Development Director to coordinate and, on occasion, write corporate and foundation grants.
 - Oversee grants calendar and proposal process.
- **Stewardship**
 - Develop and manage annual donor stewardship calendar and process.
 - Coordinate and manage all donor acknowledgments.
 - Oversee the development and submission of all foundation grant reports.

Marketing Communications

In collaboration with Senior Leadership Team, develop and implement Family House's external marketing communications plan, including:

- Draft and execute the Family House social media strategy.
- Manage and execute online content and presence for the FH website.
- Design and develop copy for newsletters (digital and print), donor appeals (digital and print), and other marketing materials, including, but not limited to, donor menus, hospital brochures, fact sheets, news releases, etc.

ADDITIONAL RESPONSIBILITIES:

- Recruit, train, supervise, and evaluate department intern(s).
- Maintain accurate donor and prospect data in FH's Raiser's Edge database.
- Generate reports as needed for updates, mailings, progress reporting, and analysis.

SPECIAL SKILLS AND ABILITIES REQUIRED:

- Strong written and oral communications, including familiarity with business writing standards and proper usage of grammar and vocabulary.
- Proficiency with social media and online best practices.
- Self-motivated and able to work collaboratively with a team or independently.
- Strong leadership and interpersonal skills.
- Able to effectively communicate with a wide range of individuals and constituencies in a diverse community.
- Proficient in utilizing software packages and programs, including Microsoft Word, Excel, and PowerPoint, as well as social media (Facebook, Instagram, LinkedIn) and online search engines. Familiarity with WordPress and Raiser's Edge fundraising database a plus.
- Able to organize and manage work efficiently and consistently while maintaining organized records.

KNOWLEDGE AND PRACTICAL EXPERIENCE REQUIRED:

- Bachelor's degree and at least three years' experience in nonprofit Development and Marketing Communications required.
- Proven success in managing and prioritizing a variety of assignments simultaneously while maintaining strict attention to details and deadlines.
- Proficient in Microsoft Office Suite.
- Familiarity with Raiser's Edge fundraising database preferred.

PHYSICAL REQUIREMENTS:

- Endurance and ability to stand, walk, climb, and position oneself in order to set up for, carry out, and disassemble special events or to conduct other marketing activities.
- Ability to lift/carry up to 25 pounds.
- Ability to perform outdoor work duties despite seasonal weather conditions.

NOTE: The above statements are intended to describe the general nature and level of the work being performed by people assigned to this position. This is not an exhaustive list of all duties, responsibilities, knowledge, skills, abilities, and working conditions associated with this position.

Employee's Printed Name

Employee's Signature

Date

Date: June 2019