



## **Resource Development and Marketing Position**

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### **KEY ROLES (Essential Job Responsibilities):**

#### ***Leadership***

- Provide leadership and direction to the executive leadership and Board of Directors in the effective operation of all development activities required to fund Club operations and deliver programs within the community.
- Develop and implement marketing and public relations strategies designed to build appreciation and support of Club programs, services and activities, and to increase participation by youth in the community.

#### ***Strategic Planning***

- Research and analyze agency, corporate, individual and foundation donor base and recommended solicitation strategies.
- Oversees planning of logistics for special events, including obtaining sponsorships and solicitation of gifts and preparing related printed materials and publications.
- Designs and implements direct mail programs.
- Ensure the evaluation of development activities and identify opportunities to improve results.
- Develop guidelines for planned giving marketing campaigns.
- Evaluate overall results of planned gift campaigns and recommend modifications or new approaches to support successful achievement of development goals.
- Negotiate with vendors and sponsors to obtain space, refreshments/catering, audio-visual needs, event journals and all related materials and resources that ensure event success.

#### ***Board Development***

- Work with the Resource Development Team to participate in solicitation and other income development activities.
- Encourage and support board committees responsible for planning and implementing development activities.

#### ***Partnership Development***

- Develop strategic alliances with community leaders and local officials. Develop collaborative partnerships with other youth serving organizations, members, parents, families, funders and community organizations.
- Develop collaborative partnerships with Club staff, volunteers, members, parents, supporters, other Clubs, media contacts, consultants, and vendors and other not-for-profit organizations to establish professional links within the community.

### ***Marketing and Public Relations***

- Increase visibility in the community and promote Club programs, services and activities by informing all media contacts and target audience of scheduled special events. Prepare and distribute press releases, community bulletins and newsletter articles regarding events and outcomes.

### ***Marketing Responsibilities***

- Coordinate or produce graphics and content for website, social media, newsletters, annual report and all e-blasts.
- Update website to include photos, video, editorial content, sponsor/partner acknowledgements and hyperlinks, clubhouse information, fundraising campaigns with links, newsletters, email sign-ups, etc...
- Create and manage Greater Giving fundraising on the website
- Coordinate newsletters and e-fundraising campaigns on a monthly and as needed basis through Campaign Monitor or Constant Contact.
- Update and coordinate social media outlets (such as facebook, twitter, youtube, etc) with current and relevant news as related

### ***Resource Development***

- Contribute to attaining financial support
- Write grant proposals for foundation support
- Work with club management to solicit corporations and civic groups for donations and other support
- Plan and implement special fundraising events
- Cultivate potential planned gift prospects, develops proposals and conducts solicitations of individual donors
- Contribute to attaining financial support by increasing membership and building the Club's base of support through marketing and public relations campaigns.
- Plan creative events that facilitate solicitation of donations from target audiences
- Identify and recruit corporate sponsors to underwrite event expenses or to donate gifts, cash or in-kind services to minimize expenses

### ***Resource Management***

- Manage administrative and operational systems
- Track fundraising income, compile income status reports and variance reports
- Recognize contributions with acknowledgement letter and special recognition events
- Control fundraising expenses related to planned gift solicitations within budget

- Manage recordkeeping for planned gift donors, assuring effective administrative and operational support functions are in place
- Establish and maintain procedure and formats for marketing and public relations materials and activities.

### ***Relationships***

- Internal: Maintain close, daily contact with Club management to exchange information, seek and give assistance, consultation and direction. Maintain contact with financial staff and support staff. Maintains verbal and written contact with volunteers and volunteer committees.
- External: Maintain contact with community and corporate leaders, schools, parents, and local residents to seek financial support and provide information regarding club activities and needs.

### ***Knowledge, Skills, Abilities and Other Requirements***

- a. **Education & Experience** – Bachelor degree in a relevant field and minimum of 2 years' experience in resource development and working with websites and social media/marketing or equivalent combination of education and experience.
- b. **Competencies** –
  - Strong professional communication and editing skills
  - Comfortable working independently and in group setting
  - Ability to work effectively with CEO and Board level individuals
  - Skilled at problem solving
  - Self-starter, able to manage and organize multiple projects and priorities within set time lines
  - **Email Campaigns:** Understanding of and ability to create e-blasts and communicate to donors and board via tools such as Campaign Monitor and Constant Contact.
  - **Computer Technology:**
    1. Mac OSX & Windows operating platforms
    2. Microsoft Office software proficiency
    3. **Adobe Creative Suite 5:** InDesign, Illustrator, Photoshop, Dreamweaver, Acrobat Pro
    4. **Website Applications:** Facebook, Twitter, YouTube, SurveyMonkey, Google Analytics, Constant Contact, Campaign Monitor, Wordpress

If you are interested in applying for this position, please email your resume and cover letter to Julie Villano, CEO [julie@greatlakesclubs.org](mailto:julie@greatlakesclubs.org) by June 23, 2022.