



JOB DESCRIPTION

JOB TITLE	Marketing and Donor Relations Manager
STATUS	Full-time, Salaried, Exempt
DIVISION	Development and Marketing
REPORTS TO	Chief Philanthropy Officer
SALARY/HOURLY RANGE	50-55K

General Position Description: The Marketing and Donor Relations Manager is responsible for the cultivation of past, current and potential donors to enhance their relationship with Easterseals Blake Foundation (EBF) in order to increase annual contributions. This key member of the Philanthropy team ensures consistent branding and community exposure in order to exceed our annual membership and fundraising goals across 10 counties of Southern Arizona.

Essential Duties and Responsibilities:

- Manage donor database using E-Tapestry (EBF) and Donor Perfect (ACS) software
- Ensure accurate accounting of cash and in-kind gifts from multiple sources, prompt entry, recognition and acknowledgement of gifts
- Ensure that customized donor data is accurately imported, exported, and edited in a variety of digital platforms and tools
- Manage segmentation/targeting strategies
- Generate accurate reports on fundraising activities and reconcile with the finance team monthly
- Provide prospect research and trend reporting
- Manage registration and donation acknowledgement from special events
- Manage allocation reconciliation with the finance team
- Manage internal & external marketing efforts
- Ensure consistent look, style, and feel for communications and educate staff on EBF brand
- Collaborate extensively with Easterseals National's Brand Marketing Council
- Produce print and electronic materials including: annual report, sponsorship book, newsletters, public service announcements, advertisements, mailers and fliers for campaigns, events and programs
- Leverage all opportunities for earned media by generating press releases, pitching stories and maintaining relationships with local media
- Manage displays for public outreach and promotional products
- Manage website, team raiser sites and all social media
- Maintain online profiles, including Charity Navigator and Guidestar
- Develop regular compelling content to engage donors, communicate donor impact, attract members and advance the brand of Easterseals Blake Foundation
- Manage donor acknowledgement and recognition for donors of varying levels
- Manage multi-channel marketing campaigns, leveraging mail, email, digital and radio advertising
- Develop regular compelling content and donor impact statements
- Manage tax credit, planned giving and other fundraising campaigns
- Manage employee giving campaigns. Researches corporate workplace giving objectives, identify opportunities that align with EBF mission
- Manage 3rd Party fundraising activities and peer to peer fundraising activities



- Collaborate with Events & Volunteer Manager to manage create engagement opportunities for donors
- Assist with special events

Minimum Requirements:

- Bachelor's Degree
- Or Eight years (8) related experience; or equivalent combination of education and experience

Required Skills/Abilities:

- Strong planning, prioritization and analytical skills
- High level of initiative and desire to meet specific goals
- Ability to manage multiple projects, requests and deadlines simultaneously
- Excellent written, verbal and interpersonal communication skills
- Outstanding customer service skills, tact, discretion and attention to detail; a commitment to excellence
- Ability to work collaboratively and positively with colleagues
- Strong computer skills, including MS Office suite
- Basic graphic design skills including utilizing software such as InDesign, Canva or other design software
- Experience with Donor database (E-Tapestry, Donor Perfect) InDesign, Constant Contact/Mail Chimp and WordPress preferred
- A passion for Easterseals Blake Foundation mission and an eagerness to support to its sustainable business practices

Other general requirements:

- Clean criminal background check and the ability to obtain and maintain a level one clearance finger print card

Physical requirements:

- Must be able to remain in a stationary position
- Must be able to operate a computer, phone and other office equipment
- Must be able to stoop, squat, reach, stretch, ascend and descend stairs
- May work in an office setting
- Must be able to lift 50 lbs. occasionally
- Must be able to work outside to assist with events

Psychological Requirements:

- Must be able to remain calm, non-defensive with a supportive attitude during stressful, potential crisis, and crisis situations
- Must be able to work in an extremely stressful environment where there are considerable mental and emotional demands. Must be able to manage high volumes and unpredictability of work
- Must be able to remain flexible and reprioritize according to the changing demands of the day
- Must be able to manage stress in a fast-paced, unpredictable, intense setting
- Must be able to adapt to diverse cultural environments and communicate in a culturally inclusive manner
- Must be able to represent Easterseals Blake Foundation in a professional manner in all situations

Working Conditions:

Requires high level of energy to perform the daily activities of a primarily administrative nature. Requires standing, walking, sitting, stooping, bending, and squatting. Requires extensive typing and writing.



Additional Information:

Full Time position, regular scheduled business hours of 8 am – 5 pm and additional work hours as needed.

This job description is not intended to be an exhaustive list of all possible duties, responsibilities and/or qualifications.

Other duties, responsibilities and/or qualifications may be assigned to this position.

To apply please use the link below:

<http://eastersealsblakefoundation.hrmdirect.com/employment/job-opening.php?req=1245805&#job>