



Job Description

Development and Marketing Specialist

Overview:

The Development and Marketing Specialist provides direct support to Crisis Nursery's Development Team by assisting with all aspects of donor acquisition, cultivation, solicitation, and stewardship initiatives. Main responsibilities include researching, identifying, and applying to local, state, and federal grants/foundations. This position leads all marketing activity as it relates to written publications, grants, website, and social media efforts. The Development and Marketing Specialist reports to the Director of Development and Communications.

Essential Duties:

Development

- Identifies, cultivates, solicits, and stewards prospective funders.
- Research and identify new grant and foundation opportunities.
- Collaborate with programming staff to identify opportunities for partnership.
- Steward existing relationships, assuring all requirements are being met.
- Solicit and apply for annual foundation gifts.
- Expand and manage client accounts within the donor database.
- Maintain notebook of solicitations with samples and final reports.
- Adhere to the Donor Bill of Rights as prescribed by the Association of Fundraising Professionals.

Grant Writing and Reporting

- Develop and implement a grant writing plan each fiscal year.
- Create and manage grant calendar, ensuring deadlines are met.
- Track grant applications and requests.
- Develop outcome measures and metrics to accurately reflect the impact of Nursery services.
- Oversee data collection and maintenance.
- Ensure all requirements of awarded grants are being fulfilled.

Marketing

- Advocate and create awareness of Crisis Nursery's mission.
- Manage and update website and other social media sites.
- Produce monthly eNewsletters.
- Assist with preparing newsletters and Annual Report.
- Prepares publication calendar and facilitates meeting all print and mail deadlines.

- Assist with design and printing of all events and marketing related material such as brochures, invitations, and newsletters.
- Collaborate with the Development and Events Coordinator to manage all pre-event marketing for Crisis Nursery's main events including the Annual Dinner & Auction, Holiday Shop, Wine Tasting, Golf Outings, etc.

Results Plus (RP) Database Maintenance

- Assist with processing monetary donations as needed.
- Assist with updating address, telephone, e-mail, and affiliations information in RP.
- Assist with printing thank you letters and envelopes.
- Add pertinent information to RP NotePad.
- Assist with mail merge documents.

Additional Responsibilities

- Serves as a representative of Crisis Nursery.
- Records minutes at Development and Special Events Committee meetings.
- Develops and coordinates new initiatives as requested.

Qualifications:

Experience

- Bachelor's degree or experience with nonprofit services in fundraising/grant writing/marketing

Knowledge

- Person will use independent judgment and initiative in daily duties
- Highly proficient in all Microsoft Office programs (Word, Excel, Outlook), data entry, and general computer operations
- Working knowledge of WordPress, Canva, Mailchimp, Adobe InDesign

Skills

- Good organizational skills.
- Clear, effective, and efficient communication skills.
- Ability to relate to a variety of people and positively represent the Nursery.
- Ability to function as a team member.
- Ability to prioritize work and meet deadlines.
- Ability to multi-task.
- Available to work evenings and weekends, as well as attend meetings and events away from the office as needed.