



**Job Title:** Marketing and Development Manager (Full-time, Non-exempt)

**Program:** Administration

**Reports to:** Executive Director

**Hiring Range:** \$34,000 - \$44,000/year

**Job Summary:** The Marketing and Development Manager will maximize the financial resources of CAPTAIN Community Human Services from philanthropic individuals, corporations, organizations and foundations. This position is responsible for the overall planning, development, administration, expansion and evaluation of special events, fundraising appeals, database management, print and digital development, web and social media, marketing and public relations.

**Duties and Responsibilities:**

- In conjunction with the Executive Director and Director of Philanthropy, continually monitor the organizational Development Strategy to increase the agency's revenue streams.
- Coordinate the Annual Appeal including crafting the letter, tracking donations, and thanking donors.
- Oversee the maintenance of the donor database, NeonCRM.
- In conjunction with the Director of Philanthropy, manage all special events planning, execution and evaluation including the annual gala and other fundraising events.
- Oversee marketing and public relations efforts including communication with the media, vendors, other organizations and the public through the production of newsletters, e-newsletters, and press releases
- Develop and design graphics including flyers, event programs, posters, brochures, rack cards, business cards, advertisements, and other print and electronic materials that support programmatic and fundraising efforts.
- Maintain the CAPTAIN CHS website and social media channels.
- Create and schedule content for social media channels.
- Evaluate the success of all CAPTAIN marketing and fundraising events and report the results to the Executive Director through objective analytical data and professional assessment.
- Prepare an annual development budget and funding proposal in cooperation with the Executive Director and Finance Director.
- Attend staff and Board Development Committee meetings.
- Attend networking events on a regular basis to grow the organization's database of funders.
- Directly supervise the Development Associate.
- Complete and document a minimum of 20 hours of job-related training annually.
- Perform other related work as assigned by the Executive Director.

**Required Skills:**

Updated 7/2020

P: \Human Resources\Job Descriptions 2020

- Superior verbal and written communication skills.
- Experience with social media platform management, back-end website management, and database management.
- Strong computer skills and ability to perform office tasks with Windows platform to include Microsoft Office Suite.
- Proficient in Adobe Creative Suite, CRM databases, and web platforms.
- Positive, “can-do” attitude coupled with strong work ethic.
- Self-starter and critical thinker requiring limited supervision.
- Ability to work in a team setting and accept constructive criticism.
- Excellent organizational and interpersonal skills, flexibility, and initiative.
- Ability to be flexible with working early or late and weekends as needed.

**Telecommuting and Remote Work:**

- Some functions of this position are fully executable from home and partially working from home may be considered. Other functions require in office and community partner contacts for events and marketing execution and supervisory oversight of the Events and Marketing Associate. In addition, this position is part of a team that provides office coverage for the Glenville office, during normal business hours.

**Qualifications:**

- Bachelor’s degree from an accredited college or university with a minimum of one year experience in the field of development and/or marketing.
- Strong writing and technological skills are a must for this position.
- Must possess a valid NYS Drivers License and provide evidence of appropriate insurance coverage.

**Employer Disclaimer:**

- Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by their director supervisor.
- This job description does not create an employment contract, implied or other than an “at will” employment relationship.

**Employee Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Executive Director Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_