



Manager of Grants, Development, and Marketing

Job Description – October 2017

Reports To:	Director of Development and Marketing
Category:	Full Time (40 hours per week)
FLSA Status:	Non-Exempt
Approved Date:	October 2017

Position Summary

The Manager of Grants, Development, and Marketing helps in securing financial resources by aiding the creation and management of grants, appeals, and special events, which support the programs and services of Sixty & Better. The Manager is also responsible for helping to build and manage the organization's brand and all aspects of marketing communications in order to raise awareness of the organization. The Manager reports to the Director of Development and Marketing, and works closely with the management of the organization, Board members, and committee members. Bachelor's degree is required with at least 5 years of experience in grant writing, marketing, and development.

Education and Experience

Bachelor's degree required with at least 5 years of experience in grant writing, marketing, and development. Proven experience in fundraising and marketing activities such as: annual reports, grant research and management, special events, planned giving, donor database management, and donor recognition; as well as marketing campaigns and promotions, direct mail, email campaigns, social media strategy and execution, editorial development, newsletters, and brochures. Experience in managing and maintaining large lists, such as email database, donor database, and grant database a must.

Job Specifications, Skills, and Abilities

Excellent oral and written communication skills. Candidates must be a good writer and a keen editor. Ability to problem solve as well as organize and manage complex database structures. High-energy, outgoing, team player, with a passion for Sixty & Better's mission is essential. Documented experience with nonprofit fundraising, marketing, and social media. The ability to keep financial records, and to develop and produce accurate and professional reports. Working mastery of computer programs (including Microsoft Word, PowerPoint, Excel and Outlook) and a familiarity of using software and online tools (including MailChimp, Bloomerang, Go Daddy, WordPress, and Squarespace). Bilingual (Spanish/English) a plus.

Decision-making Responsibilities

In coordination with the Director of Development and Marketing, and within agency guidelines and procedures, recommends, develops, and supports fundraising and promotional efforts, opportunities, and methodologies that accomplish the mission and Sixty & Better's strategic plan for fund development and marketing.

Internal and External Communication

Internal contacts include daily email, phone, and personal communication with staff members, Board members, volunteers, and interns. For example, the Manager of Grants, Development, and Marketing will frequently consult with the Finance Department to prepare budgets, monitor costs, and apply for local, state and federal grant assistance. External email, phone, and meeting contacts will be with vendors, foundation representatives, individual donors, community/corporate leaders, fundraising organizations, and local media, among others. Some contacts may happen after hours and on weekends.

Committees

Works with the Board of Directors, the Board's Resource Development and Public Relations Committee, the Community Advisory Council, as well as special committees associated with fundraising and/or marketing activities and events.

Supervisory Responsibilities

Coordinate staff participation, event organizers, project volunteers, and interns.

Certificates, Licenses, Registrations

Must have own transportation and a valid Texas driver's license. Must be willing to use one's personal automobile for agency business. (Sixty & Better reimburses for mileage for agency business.)

Consequence of Errors

Errors could result in loss of productive time, dissatisfaction, and loss of clients, volunteers, donors, or supporters; financial loss for the agency; damage to agency's reputation; and possible lawsuit against the agency.

Exposure to Confidential Information

The Manager of Grants, Development, and Marketing has access to client, donor, and volunteer personal information and to funding resources information. Unauthorized release of information could result in dissatisfied clients or volunteers, loss of donors and funding, and possible lawsuit against the agency.

Physical Demands

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed herein are representative of the knowledge, skill, and/or ability required.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations will be made to enable qualified individuals with disabilities to perform the essential functions. An ability to tolerate working in a sometimes stressful and demanding environment is essential.

Equal Employment Opportunity

Sixty & Better provides equal employment opportunity to all persons regardless of age, color, national origin, citizenship status, physical or mental disability, race, religion, creed, gender, sex, sexual orientation, gender identity and/or expression, or any other characteristic protected by federal, state or local law.

Position Detail: Manager of Grants, Development, and Marketing (October 2017)

Development

- In collaboration with the Director of Development and Marketing:
 - Assist in developing an annual comprehensive development plan with targeted goals, objectives, methods, quantifiable outcomes, and timelines that will achieve budgeted goals.
 - Responsible for researching, writing, and submitting new and renewed grants, tracking due dates, and reporting deadlines.
 - Responsible for working closely with staff to review program services in order to obtain information for reporting, comply with donor expectations and be aware of programmatic needs for funding to fill gaps or unmet needs of clients.
- Assist in investigating possibilities of program partnerships and strategic alliances that will extend the organization's brand in the community and increase avenues of support.
- Help organize and manage the donor database as well as the grant and foundations database.
- Other duties as assigned

Marketing

- In collaboration with the Director of Development and Marketing:
 - Help to develop and execute a comprehensive marketing plan that includes events, media relations, press releases and media advisories, social networking, Annual Report, website, newsletters, and branding.
 - Assist in creating, recommending, and implementing marketing programs and campaigns for programs and services of the organization.
 - Assist in developing market research studies and analyze findings.
 - Help grow positive awareness of the organization and strengthen its reputation with clients, funders, and the communities Sixty & Better serves.
- Collaborate with staff, Board and committee members, volunteers, and vendors to implement new and modified promotional programs, campaigns, special events, and strategic initiatives.
- Monitor and help analyze the performance of marketing programs in order to guide current and future strategies.
- Manage the production and distribution of quality ancillary materials that support development and marketing goals.
- In conjunction with staff, Board and committee members, assist with the cultivation of civic organizations, the Board of Directors, corporate, foundation and business representatives via presentations, tours, and volunteerism.
- Help organize and manage email database.
- Other duties as assigned

I have read and understand this job description.

Employee Signature

Date