

**Position:** Development and Marketing Specialist

**Department:** Development

**Report to:** Director of Development

**Positions Supervised:** None

**FLSA Status:** Exempt

**Salary Range:** \$35,600-42,000 FTE – Salary

**Last Revision Date:** 5/12/2022

**Application:** Email resume to [info@dawningfs.org](mailto:info@dawningfs.org)



## MISSION

*Dawning Family Services creates sustainable change in the lives of our community's most vulnerable families.*

## POSITION OVERVIEW:

The role of the Development and Marketing Specialist is to support the Development Department, as well as, Dawning Family Services' executive office by providing marketing, social media, website, donor CRM, event, volunteer, administrative, and customer service support to Dawning Family Services' executive and fundraising staff.

## DUTIES AND RESPONSIBILITIES:

### Social Media and Communications

- Create, manage, and schedule daily posts to the agency's social media accounts
- Collect and organize pictures and material for communications
- Develop and implement social media goals and plans, analyze the efficacy of our social media presence, and prepare reports
- Support development team in other communications including e-newsletters, website, and mailers

### Data Management

- Update and maintain the agency donor database on a daily basis
- Support the development team in donor reporting and research; develop and maintain tracking systems as needed
- Prepare and send out weekly donation and annual tax letters

### Marketing, Donor Support, and Fundraising

- Collaborate with the development team to support event management, including creating and managing event ticket sales, web pages, promoting events, soliciting raffle and auction items, creating guest lists, managing check-in stations, etc.
- In coordination with the development team, create agency marketing brochures, videos, and materials
- Attend fundraising and community networking events
- Assist with volunteer recruitment, volunteer events, and prompt follow-ups with volunteer requests

### Accounting and Financial Tracking

- Prepare monthly giving reports
- Assist in making deposits and deposit reports
- Provide support to the executive and development department regarding expenditure reports

### Executive Administrative and Board Support

- Assist the executive leadership team with calendar and scheduling appointments, as needed
- Collaborate with the development team to track board giving and prepare giving reports
- Answer and screen calls, responding to and appropriately forwarding emails and media inquiries
- Update board portals, board packet, and provide board meeting support, as necessary

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

Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. DCF background clearance, fingerprinting, and drug testing required.

- Embrace the mission of Dawning Family Services.
- Previous marketing, social media, CRM, Raiser's Edge, and fundraising support experience in a non-profit setting preferred.
- Have a proven track record of excellence in organization, time management, and attention to detail.
- Demonstrate superior written and verbal communication skills and a good eye for design.
- Familiarity with social media and current social media trends.
- Professional computer skills, proficiency in Microsoft Office Suite and donor management system
- Foster an environment of teamwork within the agency.
- Demonstrate compassion for and is comfortable interacting with vulnerable populations.
- Possess strong interpersonal, communication, presentation, and writing skills.
- Be organized and exhibit follow through on tasks and goals; ability to multitask a must.
- Display a positive attitude; show concern for people and community; demonstrate presence, self-confidence, common sense, and good listening ability.
- Represent Dawning Family Services professionally at all times.
- Bachelor's Degree in Marketing or similar field preferred.
- May require work on weekends or evenings on occasion for fundraising or volunteer events.

*Dawning Family Services offers a number of benefits including several paid holidays, a generous PTO policy, 401K matching, health premiums primarily covered by the agency, agency paid life insurance, birthday celebrations and time off, and more!*

**MATHEMATICAL SKILLS:** Ability to perform basic mathematical skills. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

**REASONING ABILITY:** Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

**PHYSICAL DEMANDS:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; and talk or hear. The employee is occasionally required to stand, walk, and reach with hands and arms. The employee must regularly lift and/or move up to 10 pounds, and occasionally lift and/or move up to 20 pounds. Specific vision abilities required by this job include close vision and distance vision.

**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 may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate. Must adhere to safety – Public Health and OSHA Standards. Observe safety requirements as required by employer and adhere to state and local health and safety regulations.

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