



## POSITION DESCRIPTION

Title: Development and Marketing Manager

FLSA: FTE

Reports To: Executive Director

Salary: \$40,000 + Performance Based Incentives

Revisions Date: November 2021

## SUMMARY

This is a rare opportunity to join a premiere summer camp program and make a serious impact in the industry. We are a small, NPO located outside of Cleveland, OH and run by a tight-knit group of passionate adventurers. As part of a small team, all employees must be comfortable wearing multiple hats, as daily job duties fluctuate in this seasonally motivated business.

The Development and Marketing Manager serves as an integral member of the year-round leadership team and is responsible for providing fund development and marketing services to support the organization's financial health. You will work directly with the Executive Director and Operations Director daily, so clear communication, the ability to complete tasks on-time, and accepting and/or giving criticism is essential. If you are a smart, passionate, reliable, creative hard worker with the below skills, this is your chance to play a pivotal role in the success of one of the most progressive and fastest growing T1D summer camps in the world.

## ESSENTIAL FUNCTIONS

### Donor Relationship Management & Stewardship

Develop, manage, and oversee individual donor program.

- Cultivate and guide major donors gifting more than \$1000
- Steward deepened engagement, gift renewal, and increased affinity with donors and funders
- Manage all phases of the donor-giving cycle for donors and prospects, including individuals, civic groups, corporations, etc. Includes annual mailings and end of year appeals
- Strategize diversification and expansion of donor community
- Update and maintain accurate donor data through a CRM system

### Development Strategy & Fundraising

Lead development department's strategic plan and major fundraising programs (e.g. M4Max Challenge, Backpack Bivouac) and other events.

- Collaborate in the development of the department's budget and annual/long-term strategic planning of the organization
- Develop and lead implementation of the annual fundraising plan, including scaling and marketing strategy
- Establish vendor relations and coordinate vendors, event and volunteer logistics
- Spearhead permit and other related program logistics and administrative tasks
- Recruit Advisory Council Members and other fundraising partners and sponsors

### Grants & Institutional Funding

Spearhead grant/institutional funding pipelines and other solicitations for financial and in-kind support.

- Research, identify, and strategize appropriate grants, public/private procurement proposals, and other funding sources
- Gather appropriate data for and executing grant writing, reporting, and other related supplemental material and follow-up
- Prepare routine donor, institutional funding and operational reports, supplemental materials, presentations, etc. as needed

### Marketing and Communications

Strategize long-term marketing and communications strategy.

- Benchmark, analyze, and improve marketing presence across platforms
- Develop and execute an annual marketing strategy inclusive of department budget, performance metrics, collateral, branding, social media, digital, merchandise, and print promotion

- Assist with all forms of communication constituents, including print, digital, and in person.

### **Operations**

Assist with internal organization operational procedures and maintenance.

- Assist in the daily operations (e.g., check requests, contract follow-up) with contractors, sponsors, vendors, and other associated partners

### **Miscellaneous**

- Assist as needed depending on team needs
- Evening and weekend hours may be required as related to special events and programming

### **KEY CHARACTERISTICS**

The right candidate understands the importance of industry-leading customer service, is programmatically creative, and is adept at managing large amounts of data and information. Other key characteristics include:

- Minimum 2 years-experience in nonprofit fundraising, grant/proposal writing, or management/reporting of development initiatives
- Strong strategic, analytical and data-driven approach to marketing, fundraising, institutional funding, relation cultivation, and development
- Bachelor's degree is required; advanced degree in a related field is beneficial
- Self-motivated, persistent and fearless when it comes to efficiently solving problems on your own
- Proven track record of strategizing and achieving funding targets
- Team player - have the guts and initiative to ask questions, make suggestions and continually have conversations related to what we are working on
- Fluency with Microsoft Office/Suite (Outlook, Drive, Sheets, Calendar, Forms, etc.)
- Exceptional attention to detail, strong written and verbal communication skills
- Ability to learn on your own, try new things, and apply ingenuity to figure out how we can set up the organization for financial success
- Hyperactive + hyper focused = capable of keeping up with a small, extremely smart and fast-paced team.

### **WHERE YOU WILL SHINE!**

The position of Development and Marketing Manager is well-suited for someone looking to be challenged as a leader in a successful organization. They are constantly thinking up new and creative ideas for our brand to always stand out from the rest, while being able to have engaging and transferable conversations with donors and customers. The ideal candidate will have an outlook that is positive, assertive, and flexible. They need to be ready and willing to take on new roles and responsibilities outside of the scope of the job description to support the growth of camp. While the Development and Marketing Manager will be supported and nurtured as a member of the leadership team, a successful Development and Marketing Manager will be a highly motivated person and self-starter, willing to try new things often, prepared to make mistakes and learn from them, and able to take on challenges with a consistent sense that their voice and skills matter as a part of the team.

### **TO APPLY**

Submit your resume, letter of interest, and a video expressing your interest to Executive Director, Ian Roberts at [ian@camphomitakoda.org](mailto:ian@camphomitakoda.org). Resumes accepted through December 15, 2021. No phone calls will be accepted.

*Equal Opportunity Employer. Hiring decisions are not made based on race, color, religion, sex, sexual orientation, gender identity, national origin, age, genetic information, disability, protected veteran status or any other legally protected group status.*

*The duties listed are to give prospective applicants a better understanding of the position. This is not a comprehensive list of job duties.*