



JOB DESCRIPTION

TITLE: MARKETING DEVELOPMENT ASSOCIATE

REPORTS TO: CHIEF DEVELOPMENT OFFICER

SHIFT/HOURS: 20 Hours Per Week TBD between 8:30AM TO 5:00PM (Evening and Weekends when required)

STATUS: PART TIME/NONEXEMPT

SALARY: \$22 per hour

SUMMARY:

The Marketing Development Associate position is a new part-time in the Development Department with the potential to grow into full time employment. This position provides the operational and logistical backbone to efficiently and effectively implement donor stewardship and communication strategies to grow sustainable philanthropy. The Marketing Development Associate works to achieve the overarching goals annually set forth by the Chief Development Officer to meet and grow LUW's philanthropic needs. Applicants need to be able to handle multiple assignments simultaneously, and be nimble to take advantage of opportunities that come our way. This position will provide critical assistance within the Development Department in the areas of donor acknowledgement, database management, donor recognition (Stewardship), donor engagement and marketing/communications.

PART-TIME DUTIES AND RESPONSIBILITIES:

External Communications

- Manage logistics of producing and distributing print communications, and all online/social media vehicles, i.e. stewardship, event invitations and PR, sponsorships, campaigns/appeals, marketing materials, event journals, press releases, presentation support, social media.
- Update website
- Create E-blasts and other social media posts

Event Logistics

- Assist with event logistics (i.e. mailing lists, set up, printing, etc.) including but not limited to spring gala, golf tournament and donor recognition/cultivation events such as thank-a-thons.



Relationship Building

- Help create trust and credibility of the Development Department by insuring internal staff and external stakeholders have a positive experience with the Development Dept/LUW with each interaction, i.e. responding timely, being donor-centered, etc.

Donor Database

Responsible for overseeing all aspects of the donor database to insure that data is correct, policies and procedures are implemented, and the Development Department is maximizing the use of all technology resources to increase functionality, efficiency, and effectiveness of fundraising strategies.

- Manage donor database including the entry of all updates to donor information (i.e. new addresses, phone numbers, e-mail addresses), gifts and pledges
- Manage all donor acknowledgements
- Oversee the implementation of the stewardship plan
- Generate donor reports, and analysis for Chief Development Officer and team members
- Generate mailing lists for appeals, events and donor communications
- Implement wealth screening and generate prospect lists
- Maintain cultivation assignments, actions, notes, activities, etc.
- Monthly reconciliation of all donations and budget expenses with the Finance Department
- Report unpaid Pledges and Matching Gift Pledges for follow-up by staff; write-off annually as advised by Finance.
- Provide appropriate level of access for new users and remove access for departing users.

Engage in other duties of the Development Department and support other activities of Lifting Up Westchester as needed.

ADDITIONAL DUTIES BASED ON FULL-TIME EMPLOYMENT:

External Communication

- This position will collaborate in creating content, editing and maintaining consistent branding throughout the agency.
- Social Media Management:
 - Develop comprehensive social media strategies to build awareness, increase web traffic and help achieve fundraising targets.
 - Manage, create and publish original, high quality content including videos and photos across all social media platforms.
 - Stay up-to-date with new digital technologies and social media best practices.
 - Develop and manage crowdfunding campaigns.



Internal Communication

- Responsible for overseeing logistics of producing and distributing internal communications.
- Collaborate with Project Lift's Communication Committee to establish a calendar of internal communications and content deadlines.
- Coordinate with the committee to develop content.

Relationship Building

- Identify donors and prospects with high capacity to give. Performs ongoing prospect research on individuals, foundations and corporations to support Department.

Minimum Job Requirements:

Entry level to two years of experience in professional nonprofit development or related field. Bachelor's degree preferred. Experience in marketing/communications, social media, planning fundraising & community events and working with donor database software is a plus. Non-profit experience preferred. Computer skills: experience with database applications. This position requires the use of personal or LUW vehicles. Individuals must be physically capable of operating the vehicles safely, possess a valid driver's license and have an acceptable driving record.

Knowledge, Skills, and Abilities Required:

- Able to communicate diplomatically and work effectively with a wide range of people;
- Able to work unsupervised and make decisions independently and in a team environment;
- Able to develop guidelines, policies and procedures and to put them into practice;
- Able to utilize and maintain recordkeeping in Donor database and implement a wide range of technology resources;
- Able to motivate and encourage others towards increasing engagement;
- Able to build strong relationships and leverage connections to help grow philanthropy;
- Strong organizational skills;
- Detail oriented;
- Excellent written communication skills;
- Flexible & patient;
- Good understanding and commitment to the mission of LUW;
- Able to handle multiple tasks simultaneously under tight time constraints;
- Excellent time management skills;
- Proven experience as a social media strategist or social media manager;
- Experience supporting successful fundraising events.

To apply, please email lcandela-katz@liftingupwestchester.org and attach your resume and cover letter as a word document or pdf. No phone calls please.