



Stepping Stones Historic Home of Bill & Lois Wilson

The Stepping Stones Foundation - Position Announcement **Advancement Manager**

Full-time, Medical benefits & 401K with match.

Location: Northern Westchester County, 66 Oak Rd., Katonah, NY, 10536

At the private, nonprofit and tax-exempt National Historic Landmark, Stepping Stones, which has a small staff with big impact, the Advancement Manager will utilize professional experience and best practices to oversee: fund development, communications, and programs, and will be a cross-trained team member.

Reports to: Executive Director

Primary Responsibilities

Fund Development

- Build major donor, matching, planned giving, monthly, in-kind, and wish list donor programs.
- Develop annual fundraising plans and contribute to long-term fund development planning,
- Create and write fundraising appeals - Annual and Special Appeals – and their accompanying mailings, emails, social media, web pages, etc.,
- Maintain direct contact with donors and coordinate additional donor outreach phone calls by volunteers,
- Identify, obtain estimates from, and work with designers, printers, mail houses, and other vendors,
- Maintain accurate data in Salsa CRM and Salsa Engage and handle donor acknowledgements,
- Organize donor and cultivation events and handle donor prospecting,
- Manage grant seeking activities and/or coordinate with grants consultant,
- Meet and greet visitors to encourage their future participation,
- Develop ambassador program for outreach purposes,
- Understand fund development ethics and industry standards.

Communications

- Develop annual communications plan and contribute to long-term communications planning,
- Organize all media and public relations activities, including maintaining media database, writing and distributing news releases, and contacting media to pursue coverage,
- Conduct research as necessary for the writing of communications materials,
- Updates website in WordPress,
- Creates social media posts for Instagram, Facebook, LinkedIn, and Twitter and grows following,
- Writes copy, negotiates ad pricing and placement, and oversees design and proofing of advertisements,
- Creates mass emails in Salsa Engage and tracks metrics,
- Creates written and visual content, coordinates design, production, printing, and mailing of newsletters,
- Identifies promotional and partnership opportunities.

Programming

- Identify online and in-person programming opportunities and develop event ideas and calendar,
- Create all event marketing materials and communiques, including ticketing websites,
- Coordinate all technical aspects of events and engage vendors as necessary,
- Handle preparations with speakers/presenters of events,
- Write presentations (Powerpoint) and make remarks as necessary,
- Lead hands-on event set up, including equipment rentals and installations,
- Photograph and make short videos of events, interviews, the site, etc. for publicity and archival purposes.

Primary Responsibilities (Continued)

General

- Serve as a liaison to Communications and Fund Development and Community Relations committees in coordination with supervisor,
- Conduct research and track metrics and create reports for various purposes, including board meetings,
- Learn all facets of the operation of the site and fill in for colleagues as needed,
- Plan, schedule, and manage special projects as assigned,
- Manage Advancement volunteers to help with areas of responsibility,
- Co-supervise Foundation Assistant and Executive Assistant on assignments pertaining to your work area,
- Represent organization at events and to potential funders and supporters in a professional manner,
- Stay abreast trends and best practices in related fields and attends events, trainings, and meetings.
- Develop expert-level knowledge about the Wilsons, the site, and 12-Step recovery,
- **Other duties, as assigned.**

Required:

- 5 or more years of professional experience in communications, programming, and fundraising,
- Bachelor's Degree,
- Automobile in good working condition for transport of objects, errands, etc.

Preferred:

- 10 or more years of professional experience,
- Past experience in management of a museum, historic site, or nonprofit,
- Knowledge or strong interest in 12-Step recovery history,
- Proximity to or residence in Town of Bedford; ideal candidate lives in or within 20 minutes of site,
- Bilingual (English and Spanish).

Physical Components of the Position:

- Requires the ability to lift, carry, move and set up materials and equipment (examples: moving boxes of brochures; tables, chairs, garbage cans, ice buckets, etc. for events with colleagues; hanging signs; carrying and setting up tents, projectors, screens, other event equipment, etc.).
- Involves bending, standing, sitting, kneeling, crouching, carrying, and computer work.
- Requires the ability to move safely over uneven hilly, rocky, and wooded terrain and frequently move up and down narrow and other staircases.
- Requires the ability to move in a confined space (example: organizing a small brochure storage closet).
- Requires the ability to see and respond to dangerous situations, to safely climb a short ladder or step stool, to respond quickly to sounds, and wear personal protective gear part of each day.
- Office is located in a shared space.

Schedule: In addition to weekdays, this position involves some evening, night, and weekend hours.

Annual Salary Range Dependent on Experience: \$45,000 to \$60,000

Apply with email note, PDF of resume, and optionally include writing sample (examples: web page, newsletter, mass email, appeal letter, etc.) and references to Sally A. Corbett-Turco, Executive Director, info@steppingstones.org

Posted: December 2, 2020