



## Marketing & Fundraising Manager Position Description

Employee: \_\_\_\_\_

Date of Hire: \_\_\_\_\_

Positions Supervised: None

Supervisor: CFO

Status: Regular Full-Time

Classification: Exempt

Last Revised: 3/1/2024

**Position Summary:** The Marketing and Fundraising Manager (MFM) will be responsible for donor recruitment, development, cultivation, and activation, organizing all campaign funding, leading, and coordinating fundraising events and supervising outreach functions under the direction of the Chief Financial Officer (CFO). The MFM is also responsible for procuring and submitting grants as needed within the organization. The MFM is also responsible for the planning and coordination of advertising communications as well as the production of collateral materials such as billboard proofs, posters, flyers, and electronic media content to create increased interest and awareness of the physical and mental health services provided by FCHC. The Manager promotes the FCHC Mission, Vision, and Values.

### Primary Duties:

- Develop content and manage activities and campaigns to increase awareness of FCHC's mission and services, including all fundraising opportunities.
- Manage campaign events, including focus groups and public outreach activities.
- Responsible for all elements of campaign events, including developing invitations, ordering food/beverages, and coordinating follow-up.
- Coordinate committee meetings and compile notes/action items.
- **Provide support for donor meetings, proposals, and site visits.**
- Utilize key messages and cases for support to create and distribute campaign communication pieces for donors and prospects, including electronic newsletters, mailings, and campaign updates.
- **Search and compile grants to assist with organizational initiatives.**
- Develop talking points for speakers, written statements for media and presentations.
- Maintain photos, videos, schematic drawings and have available for presentations as needed.
- Ensure donors are acknowledged in a timely fashion.
- Maintain and update campaign prospect lists and related materials.
- Prepare regular campaign reports to share with staff and volunteers.
- Ensure pledges and in-kind donations are documented and donor recognition is properly recorded.
- Construction and distribution of media publications for special organization initiatives, provider bio directory, internal/external newsletters and collaboration with other department and clinic personnel to establish desired project objectives and deliverables.
- **Cultivate and maintain relationships with vendors and community partners on a regular basis.**
- Working with the CFO to maintain a departmental budget.
- **Prepares FCHC Annual Report.**
- Other duties may be assigned from time to time.

### Competencies/skills:

- Demonstrates excellent written and verbal communication skills. Clearly conveys messages in a way that will aid in understanding and retaining the information.
- **Social media and computer expertise, including but not limited to Microsoft Office, Canva, Facebook, Instagram, etc.**
- Team oriented but able to work independently.

- Demonstrates effective problem solving and critical thinking skills. Attention to detail and the ability to prioritize and manage time effectively to meet organizational objectives.
- Diplomatic, confident and can maintain good relationships with donors while enforcing expectations and requirements.
- Demonstrates dependability through good attendance and punctuality.
- Demonstrates a willingness to learn, embrace change and maintain a positive attitude.

**Experience, education/training, and licensure:**

- Bachelor’s degree in marketing or related field is required.
- Minimum of 3-5 years of experience in supervision, event planning, project management, fundraising, communications, and marketing or similar functions preferable in a non-profit setting.
- Experience securing or supporting work around corporate sponsorships and grants.
- 2+ years of experience using social media tools for marketing/advertising including but not limited to Facebook, Twitter, LinkedIn, etc.
- Experience with electronic media equipment and programs including but not limited to microphones, cameras, lighting, etc.
- Demonstrated flexibility and ability to adapt and thrive in a dynamic, ever-changing environment.
- Must be flexible to work evening and weekend hours as needed in addition to regularly scheduled office hours.

**Physical/Mental Requirements & Environmental Conditions:**

Must be able to push, pull and assist in lifting to 50 lbs. May be exposed to loud noises. Must be able to sit and stand for extended periods of time, stoop, bend, reach, show manual dexterity, and clearly communicate with patients and office personnel. May be exposed to blood and bodily fluids.

**Attestation:**

1. I have read the duties and responsibilities for my position as listed in this Position Description.
2. I understand what is expected of me in the performance of my duties and responsibilities.
3. I can perform my duties and responsibilities with/without any restrictions.

\_\_\_\_\_

Employee

\_\_\_\_\_

Date

\_\_\_\_\_

Supervisor

\_\_\_\_\_

Date

\_\_\_\_\_

Chief Executive Officer

\_\_\_\_\_

Date Approved

This job description is intended to indicate the basic nature of the position(s) allocated to this class and examples of typical duties that may be assigned. It does not imply that all position within this class will perform all of the duties listed, nor does it attempt to list all possible duties that may be assigned.

This job description does not constitute an employment agreement between the employer and employee and is subject to revision by the employer as the needs of the employer change and/or requirements of the job-related duties expand or are updated.