



DEVELOPMENT & MARKETING MANAGER

Job Description

Position Summary:

The Development & Marketing Manager is responsible for executing Heart of Missouri CASA's fundraising and marketing objectives. With enthusiasm, creativity, and a focus on details, this staff person tells the story and impact of CASA through a variety of communication methods in order to recruit and steward Heart of Missouri CASA's supporters. The Manager ensures the development and marketing activities are running smoothly through effective planning and data management. The Manager works closely with and provides support to the Executive Director and the Board of Directors in all development and marketing activities with the long-term goal of increasing the resources needed to serve every child in foster care in Boone and Callaway Counties with the highest quality advocacy.

Full-time position (Salaried, exempt)

Compensation: \$36,000 - \$42,000 – pay commensurate with experience and skills.

Benefits:

- Generous paid holidays (17 days)
- Paid vacation (10 days, increasing to 15 in 3rd year, 20 in 4th year)
- Paid sick time
- Paid parental leave
- Health stipend (\$650/month)
- Retirement plan (match up to 3% of salary)
- Cell phone stipend (\$40/month)
- Professional development funding
- Flexibility

The Ideal person for this position is someone who:

- Is passionate about the Heart of Missouri CASA (HOM CASA) mission and sees themselves as a good fit with [HOM CASA's Core Values](#).
- Has experience and skills with persuasive communication in a variety of formats:
 - Writing (social media, newsletters, website, storytelling, fundraising letters, publications, press releases, grant proposals and reports)
 - Public speaking, presentations, and interviews with media
 - Photography and video experience a plus, but not required
 - Social media graphic skills using tools such as Canva a plus
- Is exceptionally detail oriented.
- Is driven and assertive, but not aggressive.
- Skilled at building relationships through in-person, phone, and email approaches.

- Is an energetic self-starter who is able to take initiative while working independently.
- Is goal-oriented and enjoys using systems to track data and goal progress.
- Displays a positive attitude, shows concern for people and community, demonstrates presence, self-confidence, common sense and good listening ability.
- Has the skills to effectively use email, internet, and Microsoft Office 365 on a daily basis.
- Has experience successfully using database systems.
- Prior fundraising and marketing experience is helpful, but enthusiasm, creativity, and attention to detail are essential.

Essential Job Duties

Development

- Create and implement annual development workplan with goals derived from established strategic plan objectives.
- Support HOM CASA's long-term relationships with existing donors through effective donor stewardship activities and communications.
- Coordinate HOM CASA fundraising events, including Voices of Columbia and Voices of Callaway. Assist with event sponsorship solicitation strategy.
- Develop and implement strategy for increasing monthly giving society members.
- Oversee implementation of annual CoMoGives fundraising campaign.
- Manage systems and software to track, cultivate, and steward donors and prospects.
 - Input donor and donation information; pull data reports; maintain data hygiene
 - Prepare donor lists for direct mailing fundraising letters
 - Create online forms for event registration
- Serve as liaison to Board Development Committee.
- Report on program progress to the Executive Director and the board.
- Assist the Executive Director in grant-development, including research, proposal writing, and reporting requirements, as needed.
- Recruit, train, and support key volunteers to assist in advancement efforts.

Marketing:

- Oversee Heart of Missouri CASA publications to support fundraising activities, including digital and print communications, such as annual report, e-newsletter, and end-of-year mailing.
- Prepare donor stewardship communications, such as monthly giving society communications, monthly newsletters, and quarterly fulfillment reports for donors.
- Prepare and post social media content.
- Maintain fundraising portions of website.
- Make public appearances/accept speaking engagements to share information about Heart of Missouri CASA with the community.

Minimum Job Qualifications:

Education:

- Bachelor's degree or equivalent professional experience, preferably in marketing, communications, public relations or other development related field.

Work Environment:

The job takes place in an office setting at the Heart of Missouri CASA Columbia location. The employee may also travel between Heart of Missouri CASA office locations, as well as to other corporate offices, not-for-profit agencies, and event locations.

Must be able to work weekends and evenings as required. Flexibility in work schedule is provided.

The most significant duties have been included in this description acknowledging that other duties may be assigned/changed from time to time. The organization retains the right to modify this job description as needed from time to time to accurately reflect duties of the position.

To apply, please submit the following application materials to Kelly Hill, Executive Director at kelly@homcasa.org by April 12th:

- Cover Letter
- Resume
- Sample of your writing (short essay, blog, publication, etc.)

Heart of Missouri CASA strives to have a diverse staff that represents our community. We particularly encourage people of color, people with lived foster care experience, and people connected to communities with limited economic opportunity to apply. If you think you're a good fit for the position but aren't sure you have all the skills and experience we're looking for, we still strongly encourage you to apply.

Heart of Missouri CASA values inclusion, diversity, and equity, and does not discriminate on the basis of race, color, religion, gender, age, national origin, ancestry, sexual orientation, or disability.