

Artworks Fund Development & Marketing Manager

Job Description

Summary:

The Fund Development & Marketing Manager is responsible for assisting the Executive Director with all functions of the fund development department as well as managing the brand within the marketing area. Key responsibilities will include coordination and execution of an annual fundraising plan to meet goals for philanthropic support of Artworks. She/he is responsible for developing and implementing the marketing strategy which may include but is not limited to writing and submitting press releases, e-newsletters, website and social media communication. They must facilitate and manage multiple projects, while demonstrating the highest ethical and professional standards and confidentiality. This is a full-time position (approximately 32 hours/week) that will require occasional evening and weekend hours.

Essential Job Functions:

- Accountable for developing, executing and evaluating an annual fundraising plan to meet budgeted revenue goals
- Solicit gifts and sponsorships as appropriate, while supporting the Executive Director's major donor solicitations
- Coordinate all fundraising events including logistics, committee recruitment and management
- Active member on the Development Committee
- Manage all donor database functions including data entry, gift recording, acknowledgements, reporting functions and regular data hygiene
- Prepare donor queries and development materials
- Plan donor stewardship and cultivation events
- Develop an integrated data-driven marketing approach fostering cross marketed efforts with classes, gift shop, events, rentals, programs and fundraising
- Curate content and manage all communication & marketing; including print collateral, e-newsletter, website and all social media. (develop and maintain the marketing plan and calendar)
- Build and maintain effective and cooperative relationships with potential funding and marketing/media sources, peers, board, volunteers and staff.
- Represent Artworks at community meetings and social functions (Including but not limited to the following: Big Rapids Downtown Business Association, Mecosta County Chamber of Commerce, Ferris State University)

Preferred Education/Experience:

- Interest in building community around the arts and humanities
- Excellent verbal, written and interpersonal communication and guest relation skills
- Possess an energetic and engaging personality
- Excellent organization skills, with accuracy and attention to detail
- Working knowledge of MS Office Suite, social media, website and database management (Giftworks) knowledge.
- Demonstrated ability to handle donor interest and personal information in a sensitive and confidential manner
- Ability to work collaboratively as well as independently
- Ability to set and meet realistic goals, establish work priorities, organize people and materials to reach goals, handle pressure, evaluate and report results
- Some travel may be required (typically within 60 mile radius)

Education and/or Experience:

BA degree, with a minimum of four years of relevant experience in development and marketing/communication preferred. Proficient writing skills are mandatory. Must be able to work collaboratively, have high ethical standards, and be comfortable using technology to support fundraising and communication/marketing efforts.

Equal Employment Opportunity:

In order to provide equal employment and advancement opportunities to all individuals, employment decisions at Artworks will be based on merit, qualifications, and abilities. Artworks does not discriminate in employment opportunities or practices on the basis of race, color, sex, age, national origin, sex, sexual orientation, gender, gender identity, religion, national origin, military or veteran status, disability, or any other characteristic protected by law.