

## **DEVELOPMENT & MARKETING ASSOCIATE - CONTRACT, PART-TIME**

Every child deserves the chance to realize their fullest potential in life. While others may focus on the challenges of the children we serve, we see possibilities for confidence, happiness, achievement, and self-reliance. For nearly 70 years, The Centers for Exceptional Children (CFEC) has provided a critical combination of support services, programs, and facilities dedicated to helping children with special needs and their families thrive.

### **POSITION SUMMARY**

The Development & Marketing Associate reports to the Development & Marketing Director and is responsible for supporting the strategic fundraising and marketing efforts of the CFEC by designing, implementing, evaluating, and refining programs targeting donors, prospects, and overall brand awareness.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Manages all day-to-day administrative activities for the development and marketing department, including gift processing, pledge reminders, prospecting, cultivating, soliciting, and stewarding of donors and funders.
- Conducts and reviews research to identify prospects and creates strategies to match prospects' interests to the priorities of the CFEC.
- Assists with plans, develops and implements fundraising projects and programs to increase the department's visibility and enhance giving to the CFEC, such as annual giving campaigns, gift-in-kind programs, and special events.
- Interacts with colleagues across departments, volunteers, and external constituents to ensure effective coordination of programs, projects, and activities and collect reporting data, stories, and information.
- Manages donor database and other institutional resources to ensure appropriate management of donors, prospects, alumni, and volunteers in coordination with the CFEC objectives.
- Under supervision, researches, writes, edits, or oversees the preparation of persuasive, accurate, and grammatically correct solicitations, proposals, case statements, reports, correspondence, and other development-related communication materials as required.
- Hands-on management of social media channels and website to ensure brand consistency.
- Creates actionable plans to grow and maintain followers through popular social media platforms such as Twitter, Facebook, Instagram, YouTube, and LinkedIn.
- Ensures progress on all platforms using analytical tools such as Google Analytics.



- Implements a monthly editorial content calendar for social media and the website.
- Assists in the development of e-newsletters and other communication and collateral as needed.
- Assists in maintaining website updates and the development of website content.
- Supervises and coordinates the work of interns.
- Performs miscellaneous job-related duties as assigned.

## QUALIFICATIONS AND REQUIREMENTS

A successful candidate will have:

- Personal qualities of integrity, credibility, and dedication to the vision and mission of the CFEC
- Demonstrated ability to secure gifts from individuals, corporations, foundations, and other private funding sources.
- Ability to exercise sound judgment, demonstrate an understanding of ethics related to development activities, and use discretion in interactions with donors, prospects, volunteers, and others.
- A Bachelor's degree and at least 1 - 3 years of development/fundraising and marketing experience directly related to the duties and responsibilities specified are a strong plus.
- Excellent communication and relationship-building skills.
- Ability to foster effective working relationships within a team environment.
- Commitment to training programs that maximize individual and organizational goals.
- Database and records management skills.
- Familiarity with social media content management and platform publishing tools.
- Ability to research, gather data, analyze information, and prepare reports and other materials.
- Flexibility to telecommute.

### Preference for candidates with:

Experience with philanthropy, Raiser's Edge, Canva, WordPress, and Google Suite.

The position is part-time and contractual. Salary will be commensurate with experience.

**To apply, send a cover letter of interest explaining your qualifications and your resume to [recruitment@thecfec.org](mailto:recruitment@thecfec.org). Please include "Development & Marketing Associate" in the subject line of your email.**

***Applications are considered on a rolling basis. No phone calls, please.***

