



DEVELOPMENT & MARKETING ASSOCIATE

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. Possibilities for confidence, happiness, achievement and self-reliance. For nearly 70 years, The Centers for Exceptional Children (CFEC) has been providing a critical combination of support services, programs and facilities dedicated to one thing: 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 CFEC by designing, implementing, evaluating and refining programs aimed at 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/or reviews research to identify prospects and creates strategies to match prospects' interests to the priorities of the CFEC.
- Plans, develops, and implements fundraising projects and programs designed to increase the visibility of the department and enhance giving to 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 collects 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 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.
- Oversees day-to-day management of social media channels and the website to ensure brand consistency.
- Creates actionable plans to both grow and maintain followers through popular social media platforms such as Twitter, Facebook, Instagram, YouTube, and LinkedIn.

- Ensures progress on all platforms by using analytical tools such as Google Analytics and others.
- Implements a monthly editorial content calendar for social media and the website.
- Assists in the development of monthly e-newsletter and other communication and collateral as needed.
- Maintains website updates and assists in the development of website content.
- Supervises and coordinates the work of interns and corporate volunteers in day-to-day functional activities, as appropriate.
- 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 Centers for Exceptional Children.
- Demonstrated ability in securing gifts from individuals, corporations, foundations, and other private funding sources.
- Ability to exercise good judgment, to demonstrate an understanding of ethics related to development activities, and to use discretion in interactions with donors, prospects, volunteers, and others.
- Bachelor's degree and at least 1 - 3 years of experience directly related to the duties and responsibilities specified.
- 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.
- Ability to conduct research, gather data, analyze information, and prepare reports and other materials.
- Flexibility to telecommute.

Preference for candidates with:

- Experience with E-Tapestry, Canva, WordPress, and Google Suite.

Position is full-time with competitive non-profit salary and benefits commensurate with experience.

To apply send a detailed letter of interest explaining your qualifications and your resume to recruitment@thecfec.org. Include "Development & Marketing Associate" in the subject line of your email. No phone calls please.

Applications will be considered on a rolling basis.