Development & Marketing Manager

Job Description

The Development and Marketing Manager will be responsible for managing the financial growth and outward face of Local For All. They will oversee our donor relations program and manage fundraising initiatives for Local For All while forwarding a cohesive message on what the organization is to all external stakeholders. They will be instrumental in building, maintaining, and enacting a development and marketing plan for Local For All. This will include developing our non-profit fundraising campaigns, curating fundraising events, communicating with current and prospective donors, and building a stronger development team for our organization. They will utilize marketing skills by building out a plan for external communications for mediums such as social media, our website, and email campaigns. The Development and Marketing Manager will capture the vision of Local For All through their marketing then enact that vision in varied fundraising activities for the organization.

Development Responsibilities

1. Develop and oversee Local For All’s annual fundraising programs
2. Identify prospective individual and corporate donors and develop strategies to cultivate those relationships
3. Secure financial support from individuals, foundations and corporations
4. Develop strategies to maintain ongoing communications with private and corporate donors
5. Research donor relation programs at local, state and federal institutions
6. Work to ensure timely and accurate report deliveries to funders
7. Collaborate with staff on the management and planning of fundraising events and donor receptions
8. Assist CEO with networking events as needed
9. Oversee organization of special events for Local For All fundraising
10. Direct capital campaigns and other major fundraising drives

Marketing Responsibilities

1. Participate in all Cupcake Girls and Local For All events
2. Manage and execute a strategy for key media channels including Instagram, Facebook, and the LFA website
3. Help to develop and execute the creative look for marketing projects such as campaigns, collateral material, social media output, fundraisers and corporate events, and more.
4. Assist in the creation of collateral and videos for fundraisers, campaigns, and other events
Development & Marketing Manager

5. Ensure consistent message, tone, voice and proper grammar and spelling across all content and communication created.
6. Leverage social media and website platforms to launch crowd-sourced content campaigns.
7. Manage email marketing campaigns, and maintains database management of the CRM system.
8. Build volunteer marketing team including, but not limited to: videographer, photographer, designer, copywriter, and social media pod.

Qualifications

- Lived experience existing and/or working within marginalized communities to amplify voices
- Excellent communication skills
- Sound grammatical and editing skills
- Extremely organized
- Proficiency in Google Drive, Microsoft Word and Microsoft Excel preferred
- Valid drivers license and personal transportation preferred
- Works well independently
- Collaborative spirit
- Driven, persistent, and tenacious
- Committed to the message of The Cupcake Girls

The above statements and job description is intended to describe the nature and level of work being performed within this job. They are not intended to be an exhaustive list of all responsibilities, duties, and tasks. Other similar or additional duties are to be performed as assigned. Nor is this job description intended, in any way, to be an employment contract.

STATUS: Exempt/ Full Time (40 per week)

PAY RANGE: $40K-$50K

SUPERVISOR: Executive Director of Local For All

The Cupcake Girls values marginalized voices and as an equal opportunity employer, is committed to creating a work environment that centers the voices and experiences of the communities we serve. As such, we prioritize applicants with experience in the adult industry and survivors of trafficking. We encourage applicants from diverse backgrounds, including BIPOC, LGBTQIA++, veterans, and gender non-conforming applicants.