



POSITION TITLE: Manager of Marketing / Events

DATE: April 2018

SALARY RANGE: as set by Letter of Employment	IMMEDIATE SUPERVISOR: : President
THIS IS A: Exempt __ Non-Exempt <u>X</u>	Hourly __ Salaried <u>X</u>
Full-Time X Part-Time __	

GENERAL FUNCTION: Develop and implement a strategic plan for marketing the STAR Center to meet short- and long-range goals. Coordinating all aspects of the STAR Center’s events.

SUPERVISORY RESPONSIBILITY: None

DUTIES AND RESPONSIBILITIES:

1. Assess, develop and implement strategic marketing plan to meet the goals and mission of the Center. Areas of Marketing will include departments, programs, media, tours, events (fundraising, awareness, etc.), branding, social media and website with a consistent message and image.
2. Plan and oversee existing and new events including the purpose, budget, coordination, progress reports, marketing, maintain documentation and follow-up.
3. Develop/implement/maintain a donor tracking system to include status of current pledges and donations and maintain a data base. Provide response to donors with letter of thanks and documentation for tax purposes.
4. Maintain database of categories for distribution of information (i.e. constant contact).
5. Develop, implement and manage a strategic plan for grants for the Center. This would include the determination of application of previous grants, potential new grant opportunities, completion of grant proposals/application, maintenance of records and follow-up (reporting requirements/guidelines of grant).
6. Management of volunteer program (recruitment, data base, needs and implementation, etc.).
7. Responsible for promoting, coordinating (calendar of rental, agreements, setup, payment, etc.) and preparing the budget for rental of the auditorium to generate income for the Center.
8. Performance of other duties as assigned.

KNOWLEDGE AND REQUIRED TRAINING: Bachelor’s degree. Minimum of three (3) years of experience (preferably five (5) years of experience) in marketing and events (planning/coordination). Excellent computer skills including social media and website setup/maintenance. Strong organizational skills with the ability to communicate orally and in written form effectively (internally/externally). Demonstrate the ability to anticipate and solve problems or resolve issues.

PERSONAL RELATIONSHIPS: In order to appropriately accomplish the duties of this position, the person will be required to maintain effective relationships with the Center's leadership, staff, clients/families, members of the community, board of directors and other stakeholders of the Center. This person must have an empathetic understanding of client population and be able to relate to them in a positive and supportive fashion.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

WORK ENVIRONMENT: Work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

DISCLAIMER: The preceding job description has been designed to indicate the general nature and level of duties to be performed by employees with this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job.

Name (printed): _____

Staff's Signature: _____ Date: _____