



POSITION TITLE: Manager of Development and Marketing
DATE: April 2023

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

GENERAL FUNCTION: Plan and implement a development/fundraising and marketing program to provide for the short- and long-terms needs of the STAR Center.

SUPERVISORY RESPONSIBILITY: None

- DUTIES AND RESPONSIBILITIES:**
1. Assess, develop and implement a strategic development plan to meet the goals and mission of the Center statewide.
 2. Meets the annual monetary goals and budgets according to short- and long-terms goals.
 3. Develop/implement/maintain a donor tracking system to include status of current pledges and donations and maintain a data base. Oversee 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. Areas of Marketing will include departments, programs, media, tours, events (fundraising, awareness, etc.), branding, social media and website with a consistent message and image.
 7. Management of volunteer program (recruitment, data base, needs and implementation, etc.).
 8. Performance of other duties as assigned.

KNOWLEDGE AND REQUIRED TRAINING: Bachelor’s degree. Extensive knowledge of fundraising strategies/principles and marketing (minimum of three (3) years of experience). Excellent written and verbal communication skills. Excellent computer skills including social media and website setup/maintenance. Strong organizational skills. 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. Prolonged periods of sitting at a desk and working on a computer. Must be able to lift 15 pounds at a time. 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: _____