



## MARKETING AND ANNUAL FUND MANAGER JOB DESCRIPTION

**Position/Title:** Marketing and Annual Fund Manager

**Position Type:** Full-time, Nonexempt

**Reports To:** Chief Development Officer

Growing Home believes everyone should have the opportunity to thrive in communities that are equitable. Over 23 years, Growing Home has evolved to offer wrap-around services, dual-generation programs, and a participant-centered approach that elevates community voices. In 2022 Growing Home will blend a direct service and systems change approach to ensure lasting change for the future. Our participant-centered approach to strengthening families, nurturing children, and connecting community fills a critical gap for families and children who are experiencing immediate and long-term barriers to stability and success. Through evidenced-based programs, we improve outcomes for children, their parents, and the community. Our model makes us a leader in the two-generation approach to poverty alleviation and community equity.

**Mission:** In partnership with the community, Growing Home advances equity in food, housing, parenting education, and lifelong stability to create lasting change for the future.

**Vision:** Growing Home envisions a thriving, healthy, and equitable community for all.

**Core Values:** Respect, Effectiveness, Learning, Collaborative Leadership, Professionalism, and Inclusiveness

### **Description or Purpose of the Assignment:**

The Marketing and Annual Fund Manager will develop a consistent agency brand identity and raise the level of visibility of the organization in a way that is data-informed, ethical, strengths-based, and accessible. The Manager will lead Growing Home's bilingual (English/Spanish) communications and marketing and ensure alignment with GH's organizational approach to being participant-centered, trauma-informed, and grounded in a commitment to diversity, equity, inclusion, and belonging. The Manager will employ, train, and coach others on the use of best practice, participant-centered, and data driven communications and community relations strategies. The Manager will meet specific revenue, recruitment, and relationship building goals that include campaign and event fundraising, marketing and communications targets, and organizational strategic initiatives. This individual must be able to work both independently and collaboratively, with a talent for building strong and productive relationships. This individual will consistently serve as a positive ambassador for Growing Home and should bring our mission to life through strong communications strategies.

## ***Responsibilities:***

### **Leadership**

- Train staff on the use of marketing and branding tools utilized in internal and external communications
- Coach staff on ethical storytelling and a culture of philanthropy.
- Maintain strong relationships with leadership and management staff to ensure alignment and collaboration related to community partnerships and participant-centered marketing, communications, and branding strategies.
- Ensure that communication needs of each department are being adequately identified and addressed.
- Coordinate efforts of the Communications and Marketing Committee relative to job function.
- Recruit and lead task force groups to carry out the various components of the annual giving plan.

### **Management and Reporting**

- Develop and implement budget to support revenue goals and maintain expense ratios in alignment with organizational budget and department objectives.
- Supervise Development department interns and volunteers focused on marketing and communications as needed, contributing to organization's value of learning.
- Produce monthly fundraising, community relations, and marketing reports to ensure organizational goals are being met, including online engagement analytics (e.g., web, email, social media).
- Oversee project budgets and maintain financial records for events in conjunction with the Chief Financial and Operating Officer.

### **Marketing, Communications, and Public Relations**

- Create, execute, and manage agency communication plan to promote all facets of the organization, including fundraising, community outreach, and programs (including direct services, community organizing, and advocacy).
- Build and carry out an annual fund plan with strategic initiatives that appeal to various segments of Growing Home's donor base.
- Create, train staff, and carry out adherence of messaging, style, and branding guidelines.
- Develop and coordinate social media outreach strategy and content to grow followers and engagement on all social media platforms.
- Manage the content of the website, develop new design and pages in response to changing needs, and continuously represent the organization to the public in a timely manner.
- Create compelling content and develop and manage strategy to support all digital campaigns and platforms to retain current donors as well as expand reach and increase donor base.
- Lead the creative design for all programmatic, promotional, and fundraising materials, including annual report, brochures, flyers, signage, print ads, fundraising appeals, event invitations, posters, etc.
- Actively engage, cultivate, and manage press relationships to ensure coverage surrounding Growing Home's programs, special events, and other projects. This includes writing and distributing press releases, pitching stories, and serving as a resource for media outlets when requested.

- Exercise judgement in prioritizing media opportunities, and prepare talking points, scripts, presentations, and other supporting material for Growing Home’s designated spokespersons and community members as needed.
- Select and manage relationships with all marketing and branding vendors including but not limited to printer, videographer, graphic designer, and translators.
- Leverage key analytic metrics across platforms to optimize content, messaging, and distributions.

### **Annual Fund Strategy**

- Plan and execute annual fund strategy including logistics, vendor coordination, promotion, and the recruitment of participants, sponsors, and volunteers for all campaigns and fundraising events.
- Achieve revenue targets and observe expense budgets for all campaigns and events, with direct accountability for goals set forth in the annual budget.
- Prepare reports and provide information regarding all annual fund goals as requested and required.
- Recruit and maintain relationships with event sponsors, community partners, table captains, and individual donors to accomplish a goal of converting to multi-year contributions.
- Prepare and distribute follow up return on investment reports to all campaign and event sponsors to provide ongoing communication and stewardship.

### **Qualifications Needed:**

- Strong relationship building as well as superb verbal communication skills, including the ability to communicate with staff and media in a professional, credible, respectful, and personable manner.
- Fully Bilingual in Spanish and English (including can give presentations, facilitate meetings, and create written communications independently in both English and Spanish).
- Minimum 3 years of relevant professional experience in fundraising, communications and/or marketing, preferably in a nonprofit organization.
- Familiarity with Email platforms (Constant Contact), Design platforms (Canva, InDesign), CRM platforms (RE NXT), Project Management Tools (Asana) and basic HTML (WordPress)
- Experience in vendor management.
- Ability to mobilize and activate in diverse communities, observing cultural humility, sensitivity, and openness to working alongside people from diverse backgrounds.
- Intense passion for social justice and equity, with a deep understanding of systemic issues of power and oppression.
- Desire to be a part of an innovative, fast-paced organization and development department.
- Familiarity with north Denver metro area organizations and community preferred.

### **Hours of Work & Location:**

- Hours of Work: This position is full-time, 40 hours a week. Work will generally be completed Monday-Friday, between 9am-5:30pm, with some evenings and weekends required. After a suitable period of employment and dependent on job duties, a flexible schedule may be permitted.
- Location: Work will primarily be performed in the Growing Home offices, with some local travel required. After a suitable period of employment and dependent on job duties, hybrid work locations may be permitted.

### **Why You Should Work at Growing Home:**

- Competitive Pay: \$52,000-58,000, dependent on experience
- Fantastic Benefits:
  - Health, Dental, and Vision Insurance
  - Company-paid life insurance
  - Optional 403(b) retirement plan, with 5% match after 1 year
  - Dedicated professional development dollars
  - Weekly paid wellness time
  - Paid vacation time, sick time, and holidays
  - Company-paid mental health consultant
  - Gym stipend
  - Cell phone stipend
- A fun, close-knit team!

### **To Apply:**

Please send a resume and cover letter to [careers@growinghome.org](mailto:careers@growinghome.org) with **Marketing and Annual Fund Manager** in the subject line. No walk-ins, please.

Growing Home strives to create a diverse, inclusive, and equitable workplace. Growing Home is an Equal Opportunity Employer.