



## Development and Marketing Manager

### Who We Are:

Our Mission: We advocate for the best interests of abused and neglected children who are in the custody of the state and under the protection of the court. We dedicate our resources to recruiting, training, and supporting citizen advocates to provide quality advocacy to as many children as we can.

CASA for Children supports nearly 500 volunteer court-appointed special advocates (CASAs) who serve and advocate for the best interests of abused and neglected children under the court's protection and in foster care. This year over 1,000 children will benefit from their tireless and tenacious work.

CASA is deeply committed to advancing diversity, equity and inclusion at every level. We seek applicants who share that passion, who have lived and/or professional experience advancing equity, and who will help us as a dominant culture organization continue to learn and grow.

### Where You Will Work:

1401 NE 68<sup>th</sup> Ave., Portland, OR 97213

### Who You Will Report To:

Director of Development and Communications

### Position Type:

Full-Time, Non-exempt (hourly)

**Position Description:** The Development and Marketing Manager represents CASA for Children in a professional manner, and serves as an important liaison with the community. They are a detail-oriented, articulate, self-directed and highly motivated individual. The Manager oversees the day to day internal and administrative functions of the department as it relates to the database oversight/gift acknowledgement process (including managing the Development Assistant), and plans for and executes all internal and external marketing communications - with a particular lens on DEI - on behalf of the entire organization.

### Specific Responsibilities include:

#### Development

- ✓ Assist with annual donor engagement efforts,
- ✓ Manage Grants Master Tracking document
- ✓ Strategize and manage the YE Annual Appeal
- ✓ Manage Willamette Week Give!Guide Campaigns

#### Marketing/Communications

- ✓ Manage marketing and communication
- ✓ Manage data gathering, writing and editing of the annual report

- ✓ Strategize and develop event, general fundraising and year-end appeal collateral
- ✓ Update content on CASA for Children's website
- ✓ Produce press releases
- ✓ Assist in development of annual marketing and communication strategies; coordinate marketing/communications efforts in support of CASA for Children's recruitment and outreach efforts
- ✓ Lead TV and radio media campaigns, Assist Director of Development and Communications with new potential TV and radio media campaigns and partnerships

### **Database Administration and Management**

- ✓ Manage and develop Assistant responsible for all database gift entry in donor database
- ✓ Identify significant donor trends
- ✓ Create donor and campaign reports

### **Other**

- ✓ Manage Development Intern(s)
- ✓ Provide event support as needed by the department
- ✓ Support Assistant Director of Development with Ambassador Board

### **Qualifications You Will Need:**

- ✓ A combination of 3+ years of development and/or marketing experience
- ✓ Previous experience and success in managing & executing fundraising appeals/campaigns targeted to small to mid-sized donors
- ✓ Previous supervisory or management experience of at least one colleague
- ✓ Excellent written, verbal and interpersonal communications skills with the ability to successfully work with individuals with diverse backgrounds
- ✓ Strong abilities to create marketing materials, and drive messaging on behalf of the organization
- ✓ Ability to organize time effectively, establish priorities, meet deadlines, and manage a large number of tasks
- ✓ Strategic mindset and commitment to help the development department
- ✓ Solutions-driven, creative, self-starting and oriented toward action and results
- ✓ Demonstrated success in working collaboratively with others
- ✓ Coordination and project management skills, preferably with a non-profit organization
- ✓ Competency in database management. Experience with Raiser's Edge, Greater Giving and similar databases preferred
- ✓ Skilled in MS Office Suite – Word, Excel, PowerPoint
- ✓ Working knowledge of InDesign & Wix (or other website platform) preferred
- ✓ Commitment to professional ethics in working with highly confidential, sensitive information

- ✓ A commitment to advancing and modeling diversity, equity and inclusion, including helping to nurture a respectful and supportive work environment

**Qualities We Are Looking For:**

- ✓ Compassionate
- ✓ Team player
- ✓ Strength-based
- ✓ Flexible
- ✓ Critical thinker
- ✓ Solution-oriented
- ✓ Lifelong learner
- ✓ Resilient

**Other Things You Will Need:**

- Successfully complete criminal justice and DHS abuse registry background checks (*Note: CASA checks the criminal background of potential volunteers and employees in an effort to create a safe environment for staff, volunteer advocates and for the children we serve*). Having a criminal record may not be an automatic disqualifier. CASA evaluates the results of each background check on a case-by-case basis for context and relevance to this job.
- Proof of U.S. residency
- Complete CASA's "Knowing Who You Are" training in your first six months of employment

**Your Salary and Compensation:** Starting range for this position is \$45,000-\$50,000 (based on 2080 full time hours). Compensation includes a benefits package with medical (including mental health coverage), employee assistance program, dental, and disability insurance, retirement plan, and a generous paid time off and holiday schedule to support work/life balance.

**How You Can Apply:** Send your resume and cover letter to [jobs@casahelpskids.org](mailto:jobs@casahelpskids.org) noting **Development & Marketing Manager**. Please let us know where you heard of the opening so we can gauge the success of our outreach efforts. Applications are reviewed as received, so apply early for the greatest consideration. The close date is **September 1, 2021**, but if we find really qualified people, a candidate pool could be chosen sooner. We prefer not to receive phone inquiries.