



GORDON PARKS ELEMENTARY SCHOOL

Job Description: Development and Marketing Manager

Reports to: Chief Development Officer

As an active member of the Gordon Parks Community, the Development and Marketing Manager will be a key member of the Development team, and will maintain a positive working relationship with GPES Board members, staff, parents, students and stakeholders. This is a full-time salary position (40 hours per week) that requires periodic evening and weekend work. These are the essential duties of the position:

Fundraising/Philanthropy:

As outlined in the Development Plan:

- Coordinate and produce Holiday and Spring appeals
- Build and maintain portfolio of \$1,000 - \$2,500 donors
- Pursue gift-in-kind opportunities for the organization; steward appropriately
- Represent the organization at neighborhood association meetings and other community events
- Assist CDO in stewarding major donors

Special Events:

- Manage and steward volunteers
- Assist CDO with planning and coordination of events
- Perform event management as outlined.

DonorPerfect Management:

- Perform gift entry and timely acknowledgement functions, generate reports; ensure database is updated with current donor information.
- Utilize DonorPerfect for events management:
 - Auction Items
 - Guest management
 - Catering
 - Input and track all financial transactions
 - Generate income/expense reports and event performance reports

Requirements of the position:

Proficiency in DonorPerfect, events management, Microsoft Office products.

Marketing/Communications:

- As outlined in the marketing plan, act as liaison with our marketing support team, ensuring established branding platform and standards are followed throughout Gordon Parks, including:
 - All apparel, print materials, donor, events and marketing materials, website and other electronic media;
 - Ensure website content is fresh and relevant, update regularly.
 - Ensure Facebook and Twitter feeds are updated and current.
 - Maintain inventory of photos of students, staff, donors, parents, community engagement activities and special events.
 - Coordinate production and distribution of quarterly newsletter.

- Ensure all GPES staff are informed of donor visits and other events.