



Position Title: Marketing and Development Specialist

Reports To: Executive Director

Status: Full-time, exempt position

Jodi House is a Santa Barbara-based nonprofit support center for brain injury survivors and their caregivers. Our program empowers brain injury survivors to not merely survive, but thrive. We offer classes, support groups, social events, and case management services that encourage physical, cognitive, and behavioral recovery for survivors.

The Marketing and Development Specialist works with the Executive Director to execute the communications and fundraising goals of the organization. The ideal candidate will have a strong grasp of the essence of our brand and be adept at communicating to a wide variety of audiences via written word and platforms such as our website, social media, and print. They will be highly efficient in managing our fundraising database, annual fundraising mailings, and organizing and implementing special events. Two key strengths we seek are exceptional written skills and attention to detail.

Specifically, the Marketing and Development Specialist will:

MARKETING:

- Work with Executive Director to develop and implement a marketing strategy that effectively cultivates and supports the strategic priorities of Jodi House
- Manage and coordinate creation of collateral to support organization, campaigns, and stewardship of donors including print, e-media, and video
- Create monthly e-newsletter including initial template, content gathering, formatting, and distribution
- Ensure brand integrity for all public printed and electronic materials
- Lead event hospitality and logistics for special events including, but not limited to, annual fundraiser in the fall, 5K athletic event in the spring, and donor cultivation events
- Manage and host monthly facility tours
- Connect with news media and draft press releases
- Work with outside vendors to produce additional marketing materials, such as videos
- Track and evaluate results of marketing activities regularly to ensure their productivity



DEVELOPMENT:

- Lead project coordinator for annual giving mail campaign to ensure team executes all steps in a timely manner including collateral creation and production, letter signing, list segmentation, mailing and corresponding email reminders
- Lead project coordinator for “Week of Gratitude” online campaign (interview members and board/staff, edit and disseminate short videos)
- Manage gift entry and donor acknowledgments using the eTapestry donor database in a timely manner
- Create donor acknowledgment process that expands protocol beyond formal thank you note and ED phone call
- Create process to engage lapsed donors and identify lapsed donor before they lapse
- Produce reports using eTapestry to generate mailing lists and segment donor lists
- Maintain donor database to include basic donor information and donor records
- Maintain system to track donor and prospect activity and touch points in conjunction for Major Donors and for Board Member prospects.
- Support Executive Director and Board Members in preparation for Major Donor meetings
- Assist in identifying and researching prospective donors
- Manage annual holiday card mailing and signing
- Under the direction of the Executive Director, draft grant proposals and provide written reports to foundations and government funders as appropriate and/or required
- Manage grants calendar to ensure adherence to all deadlines
- Assist to identify foundation and government funding prospects and build grant prospects pipeline
- Compile and deliver regular reports to the board and senior leadership on the status of development goals.

Essential Requirements:

- At least 3-5 years of experience in advancing roles in communications and/or fundraising (experience prior to college graduation acceptable)
- Bachelor’s degree, or equivalent combination of education and work experience
- Demonstrated ability to write and communicate in a creative, clear, and concise manner
- Ability to communicate effectively and engage with high-level constituents
- Excellent computer skills including google suite and database management
- Basic Adobe Illustrator and/or Photoshop skills preferable



- Extremely well-organized and detail-oriented
- Ability to adhere to strict deadlines
- Excellent organizational and planning skills

Benefits eligible after 60 days:

- Generous vacation time and holiday pay
- A health plan that is 75% paid by employer
- A 403(b) retirement plan

To Apply:

Interested candidates should submit both a cover letter and resume to:

admin@jodihouse.org