

**Arizona Hemophilia Association  
Marketing & Development Director  
Job Description**

**Location:** Arizona Hemophilia Association Office  
**Reports to:** Executive Director

**Position Summary:** The Marketing & Development Coordinator is a full-time position within the organization's development team. This person will help lead the growth and implementation of the Arizona Hemophilia Association's fundraising efforts, with a focus on fundraising events, securing new sponsorships/partnerships, sponsorship fulfillment, individual giving. This position will also assist with the marketing and programming of the association's community events. This position will work closely with Executive Director, program staff, and volunteers.

**Salary:** \$45,000 – \$69,000 based on experience

**Responsibilities:** The following examples are intended only as illustrations of the duties of the Marketing & Development Director. The absence of specific statements of duties does not exclude these tasks from the position if the work is similar, related to or logical assignments of the position.

**Fundraising:**

- Develop and manage a comprehensive fundraising strategy focused on sponsorships, grants, foundation relations, and individual giving in partnership with the Executive Director
- Develop and manage programs and events to ensure all revenue, both previous and new, is secured, and the program/event is successful
- Develop new fundraising event opportunities
- In collaboration with the Executive Director, assist with fundraising events (Zoo Walk, Golf, & Salsa Challenge) to ensure all revenue, both previous and new is secured, and the event is successful
- Responsible for creating a Project Plan for all fundraising events, including marketing collateral (i.e. Email Reminders, E-Newsletter content, etc.)
- Create, manage, and update fundraising websites (i.e. Constant Contact, DonorPerfect, etc) for AHA Events. (event specific)
- Data entry for all elements of event registration, including tracking all event attendees
- Analyze and forecast all AHA fundraising potential for use in organizational financial planning
- Promote AHA fundraising events to AHA sponsors and prospects
- Work with the Executive Director on AHA's tax credit campaign to increase donations.

**Development:**

- Work with the Executive Director to develop and execute strategies to obtain new and maintain current corporate sponsorships, and promotions of AHA activities, programs, and events throughout the state
- Manage sponsorship fulfillment; ensure all promotions and sponsorship obligations are effectively and appropriately acknowledged at events
- Develop a donor and volunteer stewardship plan for the organization, cultivating new relationship and working with existing
- Responsible for conducting research on prospective donors and preparing visit strategies, correspondence, proposals, and pledge documents
- Assist with all event sponsorship aspects including donor research, donation requests, donor follow-up, and in-kind tracking, in addition to developing general/event specific sponsorship packages
- Manage sponsorship fulfillment; ensure all promotions and sponsorship obligations are effectively and appropriately acknowledged at events

- Assist in planning and implementation of projects and special events as assigned
- Provide leadership, assistance, guidance and support to staff and volunteers sufficient to inspire and motivate those individuals to achieve success and strive for excellence in their Arizona Hemophilia Association activities
- Develop and implement a variety of communication strategies to support development and fundraising initiatives
- Support Executive Director with other department projects as needed

### **Program Funding Administration:**

- Support Executive Director with funding related items including, but not limited to: preparation of presentation materials; meeting agenda creation, follow-up reporting, development of internal improvement processes, etc
- Undertake daily administrative tasks to ensure the functionality and coordination of the organization's activities
- Responsible for grant reporting and fulfillment as needed to ensure outcomes are met, funds are expended appropriately, and final reports are completed by internal deadlines agreed upon by senior leadership
- Update spreadsheets, databases (e.g. Donor Perfect) and other tracking inventories with statistical, financial and non-financial information as needed for all AHA member and donors
- Attend relevant webinars & trainings (as assigned by supervisor) and disseminate information to appropriate staff
- Prepare all necessary reports and paperwork in a timely and legible fashion (i.e. purchase orders, credit card reconciliation, staff reports, entry forms, grant reports, in-kind donation tracking, etc.)

### **Marketing, Website & Communications:** AHA programs, special events, conferences:

- Offer support to all teams in the design, editing, rollout, and maintenance of publications & collateral (marketing materials, graphics, presentations, reports, signage, templates, etc.) for a range of audiences and contexts
- Utilize data visualization techniques to support the development of presentations & external resources
- Design, write, and edit promotional content as needed for programs, events, fundraising campaigns, etc.
- Assist with content development and design of offline publications and collateral, including sponsorship packages, brochures, flyers, annual Impact Report, event invitations, thank you cards, and posters/signage as time permits
- Create flyers and materials for fundraising activities and programs, as time permits
- Conduct ongoing review of informational & promotional resources to ensure consistency in messaging and compliance with branding & language guidelines throughout all publications & collateral
- Improve internal & external communication processes by expanding digital dissemination outlets for information sharing such as websites, webinars, social media, videos, data visualizations, infographics, emails, etc.
- Maintain an internal collection of photos, graphics, icons, infographics, video clips, etc. to use in various digital content
- Develop, organize, and maintain online library of resources on AHA website to ensure efficient delivery of accurate materials & resources to all AHA constituents
- Manage indirect mail program & all related data entry into Donor Perfect
- Update website with necessary changes provided by staff

### **Social Media**

- Implement a content editorial calendar to manage content and plan specific, timely marketing campaigns
- Create and maintain a file for social media housing all content requests, schedule automatic check-ins for staff to share content, and more

- Manage social media marketing campaigns and day-to-day activities:
  - Develop relevant content topics to reach the community members
  - Create, curate, and manage all published content (images, video and written)
  - Monitor, listen, and respond to users on social channels, while cultivating leads and sales
  - Conduct online advocacy and open a stream for cross-promotions
  - Develop and expand community and/or influencer outreach efforts
  - Oversee design (ie: Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile, Blog, etc.)
  - Design, create and manage promotions and social ad campaigns
  - Manage efforts in building online reviews and reputation
  - Keep in communication with the AHA community online, responding to messages, comments, and increasing overall interaction

### **Job Requirements:**

- Experience and achievement in cultivating and soliciting sponsorships, major gifts, and foundation grants
- Strong organizational, time management, verbal, and written communication skills
- Strong interpersonal skills; persuasive public speaking ability; superior writing and editing skills; significant experience in dealing effectively with high-net-worth individuals
- Ability and interest in regular travel
- Demonstrated skills in budgeting, financial analysis, and revenue forecasting
- Proven experience in project management and strategic planning

### **Qualifications/Required Skills:**

*Passion for Arizona Hemophilia Association*

**Experience:** Minimum of 3 years' experience in non-profit development or a related field

**Education:** Bachelor's Degree and/or 3 years marketing and fundraising experience

**Knowledge:** Previous experience working with Donor Perfect, Canva, Hootsuite, Microsoft Office, WordPress, Constant Contact, InDesign a plus

**Skills:** Strong sales, networking, presentation, organizational, time management, verbal and written communication skills; Ability to write clear, structured, articulate, and persuasive funding proposals; Ability to establish and achieve quantified objectives; Ability to work independently and as part of a team; Ability to work well on multiple, simultaneous projects and deadlines; Strong proficiency of computer software

### **Physical Demands**

**Include:** Standing, walking, climbing ladders, squatting, lifting through full range (must be able to lift a min of 25 lbs), working in confined spaces, working in extremes of heat, cold and inclement weather as well as working at heights above 6'. Moderate to heavy physical demands, will be required to load and unload trucks, and to lift equipment and other merchandise.

**Transportation:** Must have own reliable transportation and fulfill assignments with reliability and punctuality, have a good driving history and must have valid AZ driver's license.

**Work Schedule:** This position's work schedule will be determined by the demands of the position and can include 40+ hour work weeks, evenings, and weekends, as well as in-state travel.

**NOTE:** This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.

Arizona Hemophilia Association is an equal opportunity employer that continually seeks to diversify its staff.

Please send a resume and cover letter to [Chastity@arizonahemophilia.org](mailto:Chastity@arizonahemophilia.org)