



Job Title: Marketing & Development Associate
FLSA Classification: Non-exempt (Full-time)
Deadline to Apply: June 1, 2020
Submit Resumes to: resumes@desertmountains.org

POSITION OVERVIEW

The Marketing & Development Associate is responsible for elevating the Friends of the Desert Mountains (Friends) brand and advancing its mission through social media. This individual will oversee day-to-day operations of Friends' social media presence including strategy, editorial and content creation with goals of building awareness for the organization and connecting with new donors. The ideal candidate will be an innovative social media professional who has successfully managed and grown social channels and developed original digital and print content.

The Marketing and Development Associate will assist Friends in expanding and building its donor base, including identifying new foundation and corporate grant opportunities and helping expand the Friends' individual donor base. Overall, the position will be split into approximately 60% marketing and 40% development.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

Marketing & Outreach

- Develop, disseminate, track, and update print, web and social media communication tools to inform and encourage advocates of the organization to become volunteers, donors and/or to increase their support for Friends. (Newsletters, e-blasts, social media outlets)
- Write press releases and ensure timely distribution to press.
- Update the Friends' website. Any processes recommending changes to existing data collection sites must be reviewed and approved by the Executive Director (ED) and the Finance and Human Resources Associate (such as Event Bright, Donor Box, Square Space, Strip, etc.)
- Schedule outreach engagements and maintain an outreach calendar in coordination with the Volunteer Coordinator.
- Provide staff support to the Marketing & Development Committee on a monthly basis.
- Develop a working knowledge of Friends' conservation in the area and be able to carry the message of the Friends to the public.
- Coordinate and/or assist with events. Produce materials including and not limited to Save the Date, event invitations and flyers.
- Work with the ED and the Marketing and Development Committee to implement the marketing plan.
- Develop and maintain relationships with a variety of Coachella Valley business associations, including Palm Desert Area Chamber of Commerce, Association of Fundraising Professionals and others.

Development

- Perform grant management, budgeting and tracking on all grant funds.
- Provide grant reporting for active grants.
- Track all grant monies spent and ensure adherence to grant conditions.
- Research new grants and prepare proposals for funding.
- Identify and implement avenues for cultivating new individual, corporate and foundation donors.
- Assist in identifying additional sources of operational funding such as fees on projects and grants.

- Prepare donor thank-you letter templates to be used by the Administrative Assistant in responding to gifts from individual donors.
- Prepare custom thank-you letters to corporate and foundation donors.

General

- Leadership – Maintain a positive, upbeat role, promote and exemplify Friends' values and represents the organization's objectives and interests to internal and external customers.
- Customer Service – Follow up on complaints, questions, and concerns; respond to internal/external customer needs in a friendly, timely and efficient manner.
- Teamwork - Develop and promote teamwork and cooperation among co-workers. Work cooperatively with members of our partner organizations.
- Other duties as assigned

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Bachelor's degree in a related field, preferably Journalism, Marketing, Communications, or Public Relations.
- Three to five years of experience developing and executing social media marketing strategy.
- A hands-on social media professional with experience in social media marketing campaign management, day-to-day publishing, editorial, content creation, and distribution.
- Proficient in Adobe Photoshop and InDesign.
- Experience in grant writing and reporting or working with individual donors.
- Ability to work in a fast-paced work environment that requires strong multitasking skills, excellent time management, and self-starter mentality.
- Excellent creative copywriting and editing skills.
- Ability to work independently with an openness to test new ideas.
- Strong Communicator.
- Highly organized with a strong attention to detail and follow-up, and able to work in a team environment.
- Willing to work outside of a traditional Monday through Friday work week and outside normal business hours.
- Willingness to use personal vehicle on Friends' business; maintain a valid CA drivers' license with a good driving record.