



Mission Support and Appeals Manager

Salary Range: \$65,000-\$85,000

Candidate must be located within commute of Dillsburg, PA.

The **Mission Support and Appeals Manager** creates and manages the Mission Support annual calendar and generates print and digital collateral and communications with an aim to secure and increase philanthropic support. This role works within the Mission Support team but collaborates closely with the PSL Marketing and Sales team.

Presbyterian Senior Living is a mission-driven organization that lives our values of fostering teamwork, upholding integrity, embracing innovation and leading with compassion in all that we do. Our legacy of serving more than 6,000 older adults with respect and dignity for over 95 years supports our mission to promote wholeness of body, mind and spirit for all that live within our communities.

If you are compassionate, driven and enjoy working with an organization that is committed to valuing the diversity of all team members, one that offers a variety of schedules, career development, excellent benefit options, and more; PSL is for you! Whether you are a nurse, caregiver, culinary professional, maintenance worker or looking for a new career, we offer a wide range of career opportunities to fit your skills and interest.

EDUCATION AND EXPERIENCE:

- Bachelor's degree or equivalent professional experience
- Experience in fund development; preferred
- Experience in marketing, communications, digital marketing, media relations, and/or public relations; preferred
- Experience with Adobe Creative Cloud programs, Canva, or other design software; required
- Proficiency with Microsoft Office applications, particularly Excel, Word, and mail merge functions; required
- Blackbaud experience; desirable

JOB RESPONSIBILITIES:

- Works with the VP of Mission Support and team to create and manage a calendar and schedule appeals that leverages a variety of media to communicate with potential and current donors.
- Builds and maintains a consistent brand across PSL's mission support communications.

- Manages development and maintenance of Mission Support print and electronic collateral. Collaborates on the distribution of materials.
- Collaborates with the Mission Support team and other leaders to gather and utilize impact data, use storytelling in all communications, and inspire stronger relationships with key partners.
- Works with the VP of Mission Support and team to develop and implement print and digital appeals that align with PSL's philanthropic priorities, mission, vision, and key messages. Develops respective themes, materials and matching follow up acknowledgements.
- Coordinates with the Operations Manager on timelines related to communications that require distribution lists and related data to go into the official system of record.
- Works collaboratively to craft a case for support and materials for personalized solicitations.
- Produces printed and e-newsletter (2-4 a year)
- Develops print and electronic promotional materials to encourage Team Giving engagement.
- Generates a plan and creates print and digital resources for Founder's Day and Giving Tuesday with a clear and inspirational call to action.
- Creates communication materials like banners, flyers, posters, slide shows as well as graphics for flyers, e-blasts, newsletters as needed for events.
- Contributes content to PSL publications and organization-wide social media as appropriate.
- Writes for and assists in the development of the Annual Report/Impact Report.
- Generates online content and updates the mission support webpages
- Serves as liaison to external printers, designers or other project partners when relevant.

Please apply at the link below:

<https://presbyterianseniorliving.hcshiring.com/jobs/FIWfGvGLx0iZOYyQtv92Xw>

Any questions, please contact:

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