



Development and Marketing Manager

Job Description: Metro TeenAIDS (MTA) is seeking an excellent detail and administrative person to assist with the organization's marketing and development projects. The position is responsible for tracking and implementing all aspects of the organization's fundraising and outreach efforts. These include such major donor work as implementing the "high-touch" donor communication system, researching individuals and organizations, planning and executing meetings, and providing materials for one-on-one meetings. This position is also responsible for the organization's mail program including coordinating agency donor appeals and other mailings and ensuring that donors receive timely acknowledgement of all gifts. The position works closely with the executive director on individual and corporate development activities including scheduling and conducting presentations and informational meetings with corporate and philanthropic contacts as well community members. The position is responsible for managing the day-to-day operations of a donor database (Donor Perfect online), including running reports and analyzing data. The position is responsible for ensuring that social marketing media are up-to-date and refreshed with content, including websites, e-newsletters, Facebook, Youtube sites, and other new media. The position assists with all aspects of Metro TeenAIDS' events (including the annual auction), site logistics, donor tracking, rsmps, and event follow-up. The individual must have proven attention to detail, the capability to manage multiple projects simultaneously, and the ability to quickly and accurately respond to new and/or sudden opportunities.

Tasks may include:

- Contributing to development of marketing and fundraising materials
- Managing the Donor Perfect database
- Coordinating donor acknowledgement, outreach, and other communications
- Coordinating donor appeals and other mailings (e.g. newsletter)
- Conducting marketing and outreach on specific fundraisers and benefits
- Developing fact sheets and information pieces for MTA
- Arranging meetings, presentations, and other activities focused on development and advancement activities for the executive director and other staff
- Assisting with special events planning, coordination, and follow-up
- Expanding organizational media relationships
- Compiling a resource book and materials for outreach and marketing, including extensive research and data collection on local community networks and information outlets.
- Updating content of social marketing media (e.g., websites, e-newsletters, Facebook, Youtube sites, etc).
- Working with staff to ensure consistency of MTA's messaging and organizational look
- Working closely with Executive Director and Deputy Director to ensure that all aspects of the fundraising program are
- implemented in a timely way, that deadlines are met, and bottom line goals are achieved
- Supporting ED, DD, and all other organizational staff in meeting their responsibilities for their support to the organization's fundraising

Skills / Requirements

- 2-3 years experience in fundraising, or tracking and execution of complex projects
- B.A / B.S. degree
- Good public speaking skills
- Ability to work flexible hours, including weekends.
- Hold self accountable for meeting deadlines and executing on tasks
- Ability to keep track of details and manage many projects simultaneously
- Good writing and research skills
- Comfortable with high end and/or high touch donors

Other information:

All candidates must agree to a background check

Salary \$40,000 to \$60,000 per year with health insurance, paid vacation and professional development funds and retirement benefits.

Position works out of MTA's offices.

Send cover letter, resume, writing samples and references to:

Molly Singer, Metro TeenAIDS 651 Pennsylvania Ave SE Washington DC 20003. e: msinger@metroteenaids.org

NOTE: If sending electronically please name your file like this:

Dvlpt Mgr Last name Document Title. For example:

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