



## **HANDY - Development & Marketing Manager**

Helping Abused Neglected Disadvantaged Youth (HANDY)

Fort Lauderdale, FL

Salary Range: \$40,000 - \$50,000 (based on experience)

### **POSITION SUMMARY**

As the individual responsible for developing sustainable support for HANDY, the Development and Marketing Manager will work and report directly to Chief Development Officer (CDO) while working closely with the Development team to expand the base of donors, find new prospects and drive fundraising efforts in the following areas: Major Individual and Corporate gifts, Grants, Holiday Appeal, General Donations, 3rd Party, Individual Donors, Annual Fund, Special Events and Planned Giving. The Development & Marketing Manager, through a collaborative spirit, helps the organization's Board and staff members to integrate a fundraising perspective into all aspects of HANDY's programs. They are the liaison to and work with all Committees and special member groups as it relates to fundraising efforts.

### **SKILLS & QUALIFICATIONS**

- Masters or Bachelor's Degree in Communications, Marketing or a related field
- 3+ years event management and/or development experience, certification in event management and/or prior experience for a non-profit a plus
- Proven track record of identifying and maximizing event opportunities
- Previous experience managing an event budget and successfully staying within limits
- Must be a self-starter who requires minimal supervision to meet organizational goals
- Excellent time management and communication skills
- Excellent interpersonal, written and verbal communication skills
- Cross-functional team communication and collaboration skills
- Ability to anticipate problems, assess situations quickly and implement appropriate procedures in response
- Ability to be flexible and adapt to change in a fast-paced environment
- Demonstrate a commitment to recognize and respect the many forms of diversity

### **ESSENTIAL DUTIES & RESPONSIBILITIES**

- Recommend, develop and execute strategies for soliciting and securing private contributions in conjunction with CDO, CEO and Chair of the Development Committee
- Identify, cultivate and solicit major gift prospects
- Steward current and lapsed donors, sponsors and others to maintain and enrich these relationships
- Develop coordinated communication program to various constituents including direct mail, telephone, e-blasts, and social media

- Create and produce a limited number of events for the purpose of fundraising
- Attend two (2) networking events per week
- 20/40 cold calls per week
- Schedule two (2) in-person meetings per week with new donors
- Facilitate development of and manage special “member” groups to cultivate new supporters e.g. Next Generation and Auxiliary type groups for the sole purpose of raising awareness and funds
- Maintain donor and prospect records, gift management systems, and information reports.
- Create/produce all marketing collateral materials (brochure, newsletter, annual report, PSA’s, programs, etc.) and oversee public relations efforts to extend and enhance HANDY’s brand
- Maintain and update content of HANDY’s website
- Develop strategic social media strategy to promote HANDY brand and programs and to cultivate supporters. Manage HANDY’s social media presence, including Facebook, Instagram, LinkedIn, Twitter and other forms of social media identified in the strategic plan
- Recruit and oversee Volunteer Programs e.g. mentoring, fundraising, Holiday Drive and Back to School
- Keep informed in philanthropy and fund development best practices and provide information to the CDO, staff and volunteers on current trends and issues
- Report regularly to CDO and volunteers on fundraising activities
- Provide recommendations on developing/changing policies related to fundraising and marketing of HANDY’s brand
- Ensure compliance with all relevant regulations and laws, maintain accountability standards to donors and ensure compliance with code of ethical principles and standards for fundraising executives
- Have and articulate a passion for the mission that helps to facilitate powerful personal connections throughout the community

### **About Strategic Philanthropy:**

Strategic Philanthropy, Inc. a south Florida based company, was founded on the belief that effective corporate giving can be so much more than simply writing a check to charities and nonprofits who ask for your help or involvement. It is our belief that when a company aligns its charitable giving with a strategic approach and measurable outcomes, the power of giving enhances a company’s brand, image and strengthens the relationships and partnerships within the community.

In short, Strategic Philanthropy gets hired by companies to give away their money to nonprofits that meet a company’s business goals and objectives. As you can imagine, we have many relationships with the nonprofits in our community. We value all of the programs and services they have to offer and work with them to help promote positions that are available within their organization so that they may find the best talent possible.

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