Position Title: Manager of Marketing and Development

Major Function:
Under the immediate supervision of and cooperation with the Executive Director, manages marketing and communications, and oversees all development efforts for the organization.

Specific Duties and Responsibilities:* 
1. Oversees communications with members, patrons and students; as well as the community at large.

2. Using a personal computer, and Altru CRM, with the assistance of the Office Manager, manages and maintains patron and donor database.

3. With input from all SAA departments, creates and distributes social media, E-Blasts, and updates website content regularly. Assists with production of marketing materials like the promotional postcards, Palette Newsletter, and event specific graphics and promotions.

4. Assures that all media is consistent with SAA branding and media guidelines.

5. Works with the Executive Director and Development Committee to design and implement direct fundraising appeals for Annual Fund and other specific projects and programs that require funding; design and implement new fundraising events and strategies; design and implement member and donor appreciation programs and events; works with the events committees to update and implement long-standing fundraising events, identify and engage sponsors; and generate sponsorship benefits.

6. Research new donor prospects, cultivate existing relationships, and ensure donors are well-informed and acknowledged throughout the year.

7. Utilize a grant research database and partner with Executive Director to write grants

8. Work as co-chair of Development Committee with a Board of Directors member and report to the board on fundraising and membership efforts, partner with board members to develop fundraising skills, and encourage and track board giving

9. Provides assistance with other SAA departments in support of SAA programming and activities.

10. Performs other related duties as required or assigned which are reasonably within the scope of the duties above.

11. As a team member of the Springfield Art Association, demonstrates positive interpersonal skills that promote open communication, friendliness, respect for all positions, and maintenance of confidentiality which contribute to the success of the organization.
*in increasing order of supervisor’s ability to reassign duties as an accommodation.

**Relationships:**

**Immediate Supervisor:**
Executive Director

**Immediate Subordinates:**
Part time administrative staff and volunteers

**Personal Contacts:**
This position interacts with all SAA Staff, Board Members, interns, artists, volunteers and the general public.

**Environmental Demands:**
This position is performed in an office environment requiring long periods of stationary sitting and personal computer use; may require sitting, standing, bending, stooping and lifting, climbing, walking and moderate physical exertion. May also be expected to utilize personal transportation for off-site meetings and other organizational errands.

**Equipment Operated:**
Personal Computer, with use of Microsoft Outlook, Word, Mail Chimp, Adobe Suite or equivalent design software, and Altru CRM and the internet; desktop printers, calculator, copier/printer, telephone, paper cutter and other standard office tools.

**Education and Experience:**
Requires a four-year college degree and three years of experience in a public or private organization or any equivalent combination of training and experience.

**Knowledge, Skills and Abilities:**
- Requires working knowledge of marketing and promotional practices
- Requires graphic design skills and working knowledge of design software
- Requires clear and concise oral and written communication skills
- Requires ability to work independently and efficiently
- Requires ability to compose a variety of materials with minimal instruction and review
- Requires ability to maintain satisfactory working relationships with staff and a wide variety of constituent groups in the public, private and volunteer sectors
- Requires comfort with direct communication with donors, through phone calls and in-person meetings
- Requires ability to exercise courtesy, tact and diplomacy in receiving callers and visitors to the SAA, in dispensing and obtaining information
- Requires learning a working knowledge of the SAA programs and functions
- Requires learning a working knowledge of Springfield as a community and other non-profit organizations in the area
- Requires ability to exercise good judgment in applying and interpreting procedures and policies

*with or without reasonable accommodation