



## **Position Available: Marketing Manager**

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Jack & Jill Center is a nonprofit 501(c)(3) community-based organization that provides comprehensive, holistic, wraparound support services to children of high-need parents who work or attend school in order to improve their wellbeing and quality of life. Established in 1942 as a nursery school by the Junior League of Greater Fort Lauderdale, Jack & Jill Center is the oldest nonprofit provider of early childhood education in Broward County, and at our core, our critical work has remained the same since our inception: we continue to serve families—primarily women-led households, educate children, and both support and advocate for families and our community.

### **POSITION DESCRIPTION AND JOB FUNCTIONS**

The Development team is responsible for raising nearly \$3M annually via grants, special events, corporate partnerships, and individual giving. This essential funding supports our Early Education Program, the Madelaine Halmos Academy, Family Program, and HEALTH Program. As a Marketing Manager, you will be an essential part of the Development team, and will be responsible for marketing campaigns, including enrollment efforts and special events. The person in this role will work closely with both internal and external partners, which include donors, sponsors and corporate partners. The person in this role will be responsible for managing the following:

- Responsible for developing, implementing, and executing strategic marketing strategies for the organization to attract new customers and retain existing ones
- Manage all aspects of marketing to support the branding, communications, and development efforts of the Center
- Manage and design print materials, assist with website, and marketing related vendors
- Build brand awareness and positioning and manage overall marketing strategy for the Center
- Prepare Annual Report
- Create and manage web-based projects including videos and campaigns, etc.
- Develop marketing materials for fundraising events to include invitations, sponsorship packages, event signage, and webpages
- Work with vendors to process the Center's collateral materials including brochures, letterhead, and special projects
- Process regular and bulk mailings
- Coordinate electronic correspondence through web and e-mail
- Responsible for most photography and videography for the Center
- Provide tours and represent Jack & Jill at public relations events
- Support the Development Team in all functions of correspondence, planning, oversight, and record keeping of fundraising activities.
- Assist in the development and implementation of Center-wide fundraising policies and best practices
- Support best practices for donor relations

- Attend the community meetings to represent the center
- Participate in special events, fundraising, social and community events as assigned, such as Power Lunch, Light Up Downtown, Flip Flops on the Docks, etc.

### **POSITION REQUIREMENTS**

#### **Desired Qualities:**

Candidates should have strong marketing, administrative, and organizational skills; superb written, presentation, persuasion and listening skills. They should have the ability to function effectively as team member and a willingness to participate in activities and assignments that help meet the goals of and objectives of the department, as well as the ability to manage strong relationships with a variety of constituents. Finally, they should have excellent interpersonal skills and a friendly demeanor.

- Ability to strategize gift solicitations and to demonstrate a sensitivity to donor motivations
- Ability to manage strong relationships with a variety of constituents and colleagues
- Ability to effectively assess reports and research materials, and make decisions in the interest of the school and its students
- Ability to use computer software to organize information, effectively communicate, maintain data, and develop a variety of correspondences and reports
- Maintain open communication, confidentiality and professionalism at all times
- Follow and enforce Center's policies and procedures at all time as listed in employee and parent handbooks
- Ability to function effectively as team member and a willingness to participate in activities and assignments that help meet the goals of and objectives of the department
- Job may require heavy lifting of 25 pounds or more

#### **Desired Experience:**

- Minimum of B.A./B.S or equivalent work or life experiences
- 1-3 years of experience in a professional office setting; experience working at a nonprofit is a plus
- Excellent skills and experience with Adobe Acrobat, Photoshop, Illustrator, Canva, InDesign, WordPress
- Excellent skills and experience with Microsoft Word, Excel and Outlook, email protocol and internet research
- Experience with constituent management database, Raiser Edge/NXT is a plus
- Ability to work weekends and evenings as required
- A valid driver's license and access to transportation

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Other duties, responsibilities, activities, and hours worked may change or be assigned at any time with or without notice.

### **SPECIFICS**

- Title: Marketing Manager
- Team: Development

- Reports To: Chief Development Officer
- Salary: Commensurate with experience
- Benefits: We offer comprehensive and generous benefits package which includes medical, dental, and vision insurance, a 403(b)-retirement plan and life insurance
- To apply, please submit an Employment Application by [clicking here](#).