



DEVELOPMENT & MARKETING MANAGER

POSITION OVERVIEW

The Development & Marketing Manager is a full-time position reporting to the Vice President of Operations & Development. Primary responsibilities include data management, management of SHARP and event websites, marketing and social media activities. This individual works closely with Vice President on all fundraising events and materials and serves as a key team member for the grant proposal and reporting process.

Development Database (Raiser's Edge)

- Responsible for all data entry, writing and distributing acknowledgement letters.
- Create, maintain and distribute queries, lists, reports, etc.
- Work with Development Team members on prospecting and stewardship activities.

Development - Annual Campaign & Grants

- Create, maintain and distribute lists.
- Assist with writing, editing and designing mailings and email communications.
- Prepare tracking reports, download questions for proposals and reports, coordinate reporting schedules/process.
- Attend and participate in Marketing & Fund Development Committee meetings.

Events

- Responsible for the event website portal - create overall design, enter and manage data.
- Maintain tracking info re: RSVPs, sponsors, auction, etc.
- Enter gifts; write and distribute acknowledgment letters.
- Design and produce event collateral
- Create and coordinate event flows, scripts and other materials as needed.
- Recruit, schedule and train volunteers.

Marketing

- Create and edit collateral materials for SHARP colleagues as needed for grants, reports, programming, recruitment, etc.
- Update SHARP website content quarterly, and as needed.
- Supervise Marketing & Social Media Intern.
- Work with intern to implement overall social media strategy and posts with direction from VP.
- Create posts and track results and analytics for LinkedIn.

SKILLS AND REQUIREMENTS

- Bachelor's degree plus 2-3 years' experience, preferably in a non-profit environment.
- Microsoft Office Suite – Word, Excel, Publisher, PowerPoint.
- Database management experience (Raiser's Edge preferred).
- Fundraising website experience (GiveSmart preferred).
- Graphic design ability and experience helpful (Adobe Suite, Canva).
- Excellent personal and written communication skills.
- Must enjoy working in a fast-paced mission-driven environment on a variety of projects simultaneously
- Ability to work independently and as part of a team.
- Strong organizational and coordination skills.

SHARP Literacy partners with educators to foster a love of learning and brighten children's futures through innovative STEAM-based experiential programs.