

TITLE Marketing and Events Manager

CATEGORY Administration

DESCRIPTION Responsible for development and execution of The Arc marketing and development strategy. Reporting to the Executive Director, the Manager of Marketing and Events will be responsible for creating a marketing and branding plan that details services provided and supports the fundraising goals. Will plan and execute events throughout the year to meet agency fundraising goals; engaging major donors for campaigns and sponsorship of specific programs; developing and managing a budget; and executing the administrative functions of the position. The Manager will advance the organization through effective marketing, working closely with the Executive Director, the Board and the Senior Staff. This is an exempt position.

POSITION REQUIREMENTS Position requires a Bachelor's Degree in Business Administration, Marketing, Communications, Economics or Advertising; Master's degree a plus. Four (4) years of related experience in the non-profit sector preferred. The successful candidate must have a valid driver's license, along with two (2) years of good driving experience.

The successful candidate will be:

- expected to EDUCATE and INSPIRE the community regarding The Arc and its relationship to the community
- a relationship builder with agencies and individuals who interact with The Arc.
- familiar with the philanthropic community in Washington county and surrounding areas or know how to quickly identify those resources.
- an excellent verbal and written communicator, able to customize communications and newsletters to the target audience within and outside the organization
- an Arc representative in community organizations
- creating and organizing fundraising events to engage the community (ie Dancing with the Arc Stars, golf tournament, bingo etc.) in person and virtual
- a creative self-starter.
- experienced in grant preparation.
- expected to build a team of volunteers
- responsible for monitoring The Arcs footprint in digital marketing and social media

Strong computer experience using Microsoft Office Suite Word, Excel, Power Point, Publisher and Outlook. Experience with Razor's Edge a plus.

Applicants also need to pass a background check, and pre-employment screenings which include a drug screen and functionality test.

EOE STATEMENT We are an equal employment opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, national origin, disability status, protected veteran status or any other characteristic protected by law.