



CASA OF THE SOUTH PLAINS, INC.

A voice of hope. A voice in court. A voice for permanency.

CASA of the South Plains is currently accepting applications for the full time (40 hrs/wk) position of Marketing & Events Manager.

CASA of the South Plains recruits, trains, and supports a diverse community of volunteers who advocate for the best interests of abused and neglected children in the foster care system. These volunteers serve as advocates for children who are victims of abuse and neglect, making sure their voice is heard in court and that they are not alone as they navigate the child welfare system.

CASA's vision is to provide a CASA Volunteer for every child, who strives to secure a safe, nurturing, permanent environment for every child.

TITLE: Marketing & Events Manager

POSTING DATE: November 19, 2021

CLASSIFICATION & STATUS: Non-Exempt – Full Time

REPORTS TO: Marketing & Development Director

PRIMARY RESPONSIBILITY: The Marketing & Events Manager reports to the Marketing & Development Director and is key to the success of the organization. This position requires a highly organized, creative, detail-oriented, and motivated individual who assists the Marketing & Development Director in all areas of marketing, public relations, event planning and production, sponsorship fulfillment, and revenue generation aimed to maximize awareness and fundraising opportunities for CASA. The Marketing & Events Manager will also work closely with the Development/Events Committee, CASA Board Members, and/or other fundraising volunteers. The Marketing & Events Manager and Marketing & Development Director will share responsibility for achieving the annual development goal by broadening awareness in the community, execution of events, and strengthening donor relationships, ultimately increasing funding levels in support of CASA of the South Plains' mission and vision.

The Marketing & Events Manager must be able to anticipate project needs, discern work priorities, and meet deadlines. The Marketing & Events Manager should have a passion for graphic design, special events and marketing, provide outstanding communication to the public, staff, vendors, event attendees and volunteers, be an enthusiastic professional, and build strong and positive relationships with donors and partners.

The Marketing & Events Manager collaborates with and assists all parts of the organization, including the program team, finance, grants, data, and recruitment.

ESSENTIAL RESPONSIBILITIES & DUTIES:

1. Marketing and Public Relations:

- a. Work with Director to develop content calendar and PR plan.
- b. Create dynamic, engaging content graphics and copy for all CASA marketing channels, including e-newsletters, website, and social media. Respond and engage with comments, messages, and questions.

- c. Develop and maintain a strong internal network to seek out story ideas and stay informed. Document and track ongoing and completed stories from start to finish with Program team.
 - d. Assist with marketing and development campaigns for the organization, including design of collateral pieces, social media graphics, and printed materials.
 - e. Write and edit press releases for distribution and monitor press coverage.
 - f. Manage CASA's digital assets including categorizing and archiving photos, videos, and marketing materials.
 - g. Assist in the management of website SEO.
 - h. Stay up to date with social media best practices and technologies.
 - i. Provide tracking, analysis, and reporting of marketing projects, metrics, and expenses.
2. Events Management:
- a. Assist with recruitment, planning, and implementation of events.
 - b. Assist with solicitation and stewardship of sponsorships for all events as part of an overall Corporate Partnership initiative.
 - c. Assist with post-event wrap-up including committee meetings, volunteer and participant evaluations, budget assessments, credit card payments, invoice preparations, and financial reconciliations.
 - d. Prepare, organize, collaborate, and execute all events with help from the Marketing & Development Director.
 - e. Experience in local community involvement a must.
 - f. With the Marketing & Development Director, ensure CASA's special events are carried out in an effective, organized, and timely fashion, with attention to donor and participant experience, maximizing revenues, and adherence to approved expense budgets.
 - g. Provide appropriate support to the Marketing & Development Director and to event planning committees.
3. Strategy & Leadership:
- a. Assist in reviewing and creating overall development strategies, procedures, programs, and policies to achieve financial goals.
 - b. Support the Marketing & Development Director in providing guidance and assistance to the Board of Directors and other fundraising volunteers to ensure successful fundraising efforts. Ensure fundraising volunteers have the training, encouragement, and resources needed to be successful fundraisers.
 - c. Collaborate effectively with all functions of the organization, building positive and productive relationships internally.
 - d. Ensure that CASA's fundraising efforts meet the highest possible standards of ethics and donor privacy.
4. Donor Management:
- a. Effectively assist the Marketing & Development Director to cultivate and steward a portfolio of mid-level and major donors, moving those relationships forward, as appropriate, toward gifts for CASA's mission. Ensure Heroes for Hope monthly donors are effectively recognized and stewarded.
 - b. Work with the Marketing & Development Director to identify potential donors through research, contact with existing donors, and other internal and external resources. Maintain the donor database system to track all donor activity.
 - c. Implement fundraising efforts in collaboration with the Marketing & Development Director by helping to identify individual donors and Corporate Partnerships.
 - d. Assist the Marketing & Development Director, Chief Program Officer, and team to create and execute a successful Annual Appeal.

5. Gifts Administration:

- a. Assist with all campaigns through the use of welcome letters, renewal letters, and other appropriate follow-up.
- b. Maintain, manage, and analyze data from the donor database and other sources to determine donor retention, future donor prospects, and other data analysis as needed.
- c. Send thank you letters/cards as requested by the Marketing & Development Director.
- d. Maintain current prospect and partner records in the donor database system and provide appropriate reporting as necessary.
- e. Ensure proper data collection for each event, including income/expense information, monetary/in-kind donor records, ticket sales, and committee/volunteer contacts.
- f. Manage the donor database to maintain all event information including reservation/ticket sales, auction items, donations, and attendee information.
- g. Ensure donor acknowledgements are provided, ensure timely and accurate data entry, and support the team through data reporting and analysis.
- h. Assist the Marketing & Development Director and CASA's CPA to appropriately track and report information for all agency-related financial purposes.

6. Community Awareness & Partnerships:

- a. Represent CASA of the South Plains positively in a variety of settings. As needed or requested, serve as CASA of the South Plains' liaison to appropriate community stakeholders or groups.
- b. Be an ambassador for CASA at events, specialized third party events, and community tables.
- c. Consistent professional representation within our community to maintain CASA's identity and mission.
- d. Assist with ongoing collaborative relationships with community partners.
- e. Consider becoming a CASA Volunteer to gain experience in the execution of our mission.

OTHER RESPONSIBILITIES

1. Additional duties as required.

KNOWLEDGE, SKILLS, & EXPERIENCE

1. Education
 - a. Bachelor's degree in marketing, graphic design, business, communications, or other related field is required.
2. Minimum experience
 - a. Proficiency in graphic design programs such as the Adobe Creative Suite.
 - b. Experience with managing social media channels such as Facebook, Instagram, and Twitter.
 - c. Proficiency in Microsoft Office products with strength in Excel and Word.
 - d. Experience running queries and managing donors within a database.
 - e. Demonstrated experience in fundraising or sales environment.
 - f. Experience coordinating large special events
 - g. Proven ability to manage multiple projects while balancing competing priorities and ability to meet deadlines is required.
 - h. Fantastic customer service ethic and high expectations for quality.
 - i. Demonstrated commitment to the values of diversity and inclusion.
 - j. Demonstrated integrity, honesty, and ethical conduct.
 - k. Clear criminal and DFPS background checks are required.
3. Critical areas of qualifications include the following:

- a. Demonstrated passion for CASA's mission.
- b. Demonstrated ability to work as a team.
- c. Demonstrated excellence in communication, both written and oral.
- d. The ability to work under time constraints, be goal-oriented, and maintain productive and effective performance and interaction with staff, volunteers, and community supporters.
- e. Excellent interpersonal skills with high level of professionalism.
- f. Strong attention to detail/organizational skills.
- g. Able to work collaboratively in a team environment.

SALARY & BENEFITS:

CASA of the South Plains offers paid vacation, paid sick leave, paid holidays including a 2-week extended Christmas break, flexible work schedule, and **health insurance coverage at no cost to the employee (an average of \$6,000 per year)**. Office hours are Monday through Thursday 8am to 5pm and Friday 8am to Noon. Remote work may be an option depending on the season. Paid Time Off increases with years of service. Minimum starting salary range is \$36,000 - \$40,000 based on experience.

APPLICATION PROCEDURE:

Interested applicants should email a resume, cover letter, and references to apply@casaoftthesouthplains.org by December 3, 2021. Feel free to attach examples of your work. **DO NOT APPLY VIA FACEBOOK.**

No phone calls please. CASA of the South Plains is an equal opportunity employer. For more information about CASA of the South Plains, please visit www.casaoftthesouthplains.org.