



Job Title: Marketing and Events Director
Supervisor: Chief Development Officer (CDO)
Salary Range: \$36,000 - \$42,000

FLSA Status: Non-Exempt, Full-time
Direct Reports: NA

Minimum Qualifications: Some post-secondary school and/or certifications, minimum 3 years' related experience, proficient in Microsoft Office, donor CRM, design software; excellent written and verbal communication skills; organization and detail orientation skills; problem solving and collaboration skills; ability to communicate well with colleagues, board of directors, and all constituents; commitment to clients, agency, and the community

Preferred Qualifications: Bachelor's Degree, 3-5 years of related experience in marketing, communications, and public relations, resource development, administration, and experience in collaborating with senior level professionals

Primary Role: This position is expected to effectively interact with colleagues across departments, volunteers, and external constituents to ensure coordination of marketing, resource development, and event management in a way that aligns with FPP objectives and meets budgeted goals. The primary focus of this position is to manage the day-to-day marketing and communication strategies and oversee event logistics. In addition, this role will provide a wide variety of fundraising and development, communication, and coordination support.

Marketing Responsibilities

- Responsible for creating and delivering marketing ideas, outreach, and activities that helps build awareness for FPP's various programs and services, build brand recognition, and factor in existing market research and cost factors
- Design, create, and coordinate under the oversight of the CDO all marketing materials, marketing strategies, and manage projects like direct mail or campaigns while ensuring agency messages are consistent and branded and ensure quality control is preserved through accuracy and clarity
- Implement an ongoing and shared communication plan and calendar to ensure relevant and quality content is being planned and published
- Oversee day-to-day management of all digital marketing platforms including social media and web-based marketing such as website and e-newsletters for FPP to ensure brand consistency, that FPP messaging is aligned, and all agency goals, including fundraising, are met. Ongoing activities can include, but not limited to the following:
 - Create, curate, and deliver content and impactful messages
 - Create actionable plans to grow and maintain followers
 - Ensure progress on all digital platforms by using analytical tools
 - Maintain website updates, platform maintenance, and lead or assist staff in the development of website content as needed
 - Design, gather content, and execute e-newsletters according to the plan
 - Create and deliver constituent surveys and supporting forms as requested and needed
- Manage the usage of the agency collateral material by staff and other agency representatives and ensure appropriate quality and quantity of materials

Resource Development Responsibilities

- Manage and oversee day-to-day administrative activities for development and fundraising



including but not limited to:

- Gift documentation and coding, data entry, and acknowledgments within a timely manner
- Adhere to all best practices, honor donor intent, and use ethical standards
- Create reports and mailers when needed by department and organization
- Provide applicable and accurate tracking/reporting on contributions and all donor segments (grants, corporate, individuals, in kind, etc.)
- Along with the CDO, interface with the finance director/department to sync and preform ongoing reconciliations and assist with needed documentation for audits or other purposes
- Manage the ongoing maintenance and upkeep of the agency CRM, Salsa, using industry best practices to ensure that data is up to date, lacking duplicate records, and reflecting donor/constituent intent
- Provide frontline response to volunteer inquires, recruit and manage event volunteers

Joint Marketing and Resource Development Responsibilities

- Attend and provide requested documents and updates to Marketing and Resource Development Committee
- Represent the agency at community events and outreach opportunities
- Manage, coordinate, and provide support of all agency events, including but not limited to the following:
 - Direct oversight and day to day management of the annual Crafty Llama Art, Craft, and Vintage Market and Taste of Homeownership
 - Logistics support around execution, coordination with vendors, venue, staff, or other related persons like volunteers
 - Implement and execute with oversight marketing and communication strategies including public relations, advertising, collateral material design, production, and distribution
 - With oversight from CDO, support all necessary functions and logistics of Annual Award Luncheon, which is focused on corporate giving/engagement and individual donors
 - Responsible for the development, obtaining approval for, and fulfillment of the marketing budget and assigned event budgets

Agency Responsibilities

- Promote a positive image of agency by ensuring an understanding of program services and other community services that are available
- Adhere to established agency policies and procedures
- Be a team player and maintain harmonious working relationships with agency staff, United Way, educators, business associates, customers, and other related service agencies by amenable and cooperative contacts
- Assure confidentiality of information related to clients and other information of confidential nature as established by the standards of the Council of Accreditation for Services to Families & Children (COA) and/or agency management
- Maintain active professional competency by participating in training and workshops for professional growth in areas pertaining to duties
- Meet regularly with supervisor regarding responsibilities and share concerns and suggestions
- Preform other duties as assigned



Equipment and Programs Used: Telephone, copier, computer, MS Office, Salsa CRM, WordPress, Microsoft 365, Adobe Creative Suite

Working Conditions: General office environment and ability to work remotely as deemed necessary

Physical and Mental Requirements

- Frequent: standing, carrying, sitting, walking, pushing/pulling, seeing, driving, bending, lifting, hearing, squatting, reading, writing, planning, decision making, organizing
- Often: climbing, reaching, problem solving

Financial Pathways of the Piedmont aspires to reflect and embrace the belief that all people deserve fairness, justice, and inclusivity. We acknowledge and appreciate all aspects of diversity; the visible and invisible qualities that make each person unique, including race, gender, age, sexuality, ability, religion, national origin, gender identity, and other identities. We commit to aligning our culture and business practices to be a beacon of diversity, equity, and inclusion; and to create an environment where all people are welcome and able to thrive.

A resume is required to apply for this job.

A brief (2-4 minutes) video can be submitted in lieu of a cover letter to express why you have interest in applying and state how you are uniquely qualified for the job.

Please direct all inquiries and paperwork and/or video to Pam Anglin, Chief Development Officer at pam@financialpaths.org. All applicants must submit to a drug test, criminal background check, and reference check as part of the pre-employment process. Financial Pathways of the Piedmont offers a competitive employees benefit package to employees that includes health insurance, paid sick and vacation time accruals, health savings plan, and access to other benefits such as retirement plans, life insurance, short term disability and dental and/or vision coverage.