

JOB TITLE: Development Manager
REPORTS TO: Director of Operations and Technology
DEPT: Development

STATUS: REG/FT-Salaried/E
SCHEDULE: M-F, 40+ hrs/week
REVISED: 07/31/2020

Winston-Salem Rescue Mission (WSRM) is a Christian, non-denominational service ministry, existing to help hurting men find healing in the gospel of Jesus Christ and hope through the new life Christ gives. WSRM considers every position one of ministry and a vital and valued part of our staff. Therefore, it is essential that all employees of WSRM have a personal relationship with Jesus Christ and subscribe to our Mission, Core Values, and Statement of Faith.

SUMMARY OF POSITION:

Perform day to day activities maintaining information in donor database, and providing database reports and requested information. Working with the outside vendor, manage social media and direct mail campaigns. Create and produce marketing materials, newsletters, and social media posts. Perform grant writer functions to increase funding and meet financial needs. Work with other development team members on various development/marketing activities, special projects, and events.

DUTIES AND RESPONSIBILITIES:

Donor Database Administration

- Perform and supervise others assigned to donation processing data entry.
- Create, prepare and distribute SalesForce reports and statistics as requested.
- Maintain donor information in SalesForce database system, adding and updating information as required.
- Provide SalesForce database support to other Development team members.

Direct Mail Campaign Development

- Working with WSRM Leadership, and outside direct mail vendors, oversee ongoing direct mail campaigns.
- Review/proof information needed for direct mail campaigns, seeking final approval from WSRM Leadership before submitting to outside vendor.
- Manage outside direct mail vendor relationships.
- Prepare and maintain direct mail campaign calendar.

Social Media Campaign Development

- Research, design, write, and edit clear and compelling marketing content for various channels, including social media posts, press releases, and email donation campaigns.
- Manage social media platforms by maintaining the social calendar, scheduling, adding, and responding to posts, and compiling engagement metrics.
- Stay current with developing digital best practices and industry news.

Advertising/Marketing Activities

- Design, create, and produce marketing materials, including brochures, event mailers, banners, etc.
- Create and provide signs and materials for other departments, including the Thrift Store.
- Assist with advertising/marketing materials for special campaigns, events and projects.
- Manage outside advertising/marketing vendor relationships.

Event Coordination

- Assist in planning, facilitating, setup and general event activities.
- Assist in scheduling, site selection, conducting press outreach, arranging sponsors and securing event meals.

- Receive and make event sponsor/donor related phone calls.
- Create, prepare and distribute event reports and statistics as requested.

Additional Responsibilities

- Perform research for potential funding sources, including grant monies.
- Assist WSRM Leadership in compiling required information for grant proposals
- Track grant applications and supply updated information as requested by Grantor.
- Assist other Development team members on projects as requested.
- Receive and make sponsor/donor related phone calls when requested.
- Provide information and tours to onsite visitors.
- Perform other duties as assigned.

EDUCATION/EXPERIENCE:

- 4-year college degree in a related field (i.e. design, marketing, advertising) required. Equivalent work experience may be considered in lieu of 4 year degree.
- 2 years previous marketing experience required with increasing levels of responsibility. Non-profit/donor related fundraising experience preferred.
- Database software experience required, Salesforce and Wealth Engine preferred.
- Other software experience (Adobe, Photoshop, Illustrator, InDesign, Dreamweaver, Font Creator, Pro Tools) preferred.

SKILLS & QUALIFICATIONS:

- Christian with a ministry mindset, utilizing the skills, training and experience God has provided.
- Proficient in Microsoft Word (Advanced) and Excel (Intermediate), Power Point, Adobe, database entry, and email.
- Must be a self-starter, able to plan and organize work independently.
- Strong organizational and interpersonal skills.
- Detail oriented; possess ability to accurately analyze information received.
- Proficient data entry speed and accuracy, both with numbers and letters.
- Ability to communicate professionally and effectively, both verbally and in writing.
- Ability to prioritize work, problem solve, and actively seek input when necessary.
- Able to multi-task effectively.
- Possess a teachable spirit; willing to learn new procedures and adapt quickly to procedural changes.

WORKING CONDITIONS/PHYSICAL FACTORS:

The work is typically performed in an office while sitting, standing, or stooping. The employee occasionally lifts light and heavy objects, weighing up to 25 pounds, and uses equipment requiring a high degree of dexterity.

EQUIPMENT/TOOLS USED:

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|---|---------------------------|
| • Computer (Database, Excel, Word,etc.) | • 10 Key Calculator |
| • Copier/Scanner/Printer | • Postage Meter Equipment |

Employee Signature

Date