

Reachout Women's Center

Job Title: Program Manager/Marketing

Exemption Status: Exempt

Primary Function: Under the direction of the Executive Director, the Program Manager Marketing (PMM) is responsible for all aspects of the Center's marketing efforts and conducting all activities in consonance with the values, practices and policies of the Reachout Women's Center. The PMM's primary responsibility is to develop, implement and maintain fundraising activities to benefit the Center's mission.

Essential Duties and Responsibilities:

- The Manager carries out all functions of this program in support of the mission of the Catholic Church and Reachout Women's Center
- Identify, research and cultivate prospective donors to ensure a diversified funding base
- Solicit individuals and organizations to support the mission of Reachout Women's Center through annual major gifts
- Enter and maintain notes in database on all identified prospects and donors
- Work with the Executive Director on existing and new special events and soliciting event sponsorship as needed
- Develop, implement, and maintain donor recognition programs and events to ensure appropriate acknowledgement of gifts and strong relationships with current and potential donors
- Work with the Executive Director to maintain a planned giving marketing and presentation program
- Provide oversight for annual gift and planned giving marketing efforts of the Reachout Women's Center to include, but not limited to: branding, advertising, videos, letters, brochures and invitations
- Coordinate the production and distribution of all marketing materials including social media and web-based fundraising
- Research appropriate grant opportunities and follow-up with appropriate applications
- Pursue annual opportunities for participating in Arizona Gives Day and the Arizona Tax Credit for the Working Poor.
- Assists other department members in the day-to-day operation of Reachout Women's Center as required and perform other tasks in coordination with department staff
- Exercise courtesy to fellow employees, clients, donors, organizations and the general public
- Perform other duties as assigned by the Executive Director

Physical/Mental Requirements: Requires coordination and manual dexterity, normal mental and visual ability; ability to lift in a normal office environment

Required Activities: Walking; sitting and standing; kneeling; stooping; reaching; talking, handling; hearing and carrying

Basic Qualifications:

- A working knowledge of and a strong commitment to the mission and values of Reachout Women's Center; should be a practicing Roman Catholic, or understand the Catholic culture of the organization and be willing to work within it
- Excellent communications skills including written, verbal, public speaking, and presentation skills
- Excellent human relations and interpersonal skills; must be a self-starter and be well-organized; must be a team player; strong leadership skills
- Be able to travel on a limited basis, and be available for occasional evening and weekend work as necessary; have reliable transportation
- Be able to manage multiple tasks simultaneously
- Proficiency in the use of computer technology including word processing, the use of Excel and related technology as well as the use of social media
- Maintain confidentiality of Reachout Women's Center transactions; maintain and respect the privacy of donors and persons served
- Flexibility in assessing needs and strategies and adapt appropriately
- The ability to successfully complete a criminal history and background check
- Maintain a professional bearing

Education and Experience:

- Bachelor's degree from an accredited university/college or equivalent experience

Preferred Skills and Abilities:

- Bi-lingual (English, Spanish)
- Experience with special events
- Nonprofit fundraising experience
- Experience in cultivation and solicitation of donors
- Communications management experience including newsletters and web-based tools
- Experience working with volunteers