



**Intro:** Awakenings seeks a full-time Development and Marketing Manager to carry out its mission by developing, implementing, and evaluating marketing and fundraising campaigns. Awakenings' mission is to provide survivors of sexual violence with a trauma-informed, inclusive art making experiences that encourage healing. We are a small but robust nonprofit dedicated to helping survivors heal through the arts while maintaining a compassionate, flexible, and inclusive work environment for our small but growing team. Experience in the arts or survivor advocacy is not required, but passion for our mission is necessary for our new team member. Fundraising experience is required for this role. We encourage applications from anyone with spectacular written and verbal communication skills and desire to have a significant impact and role in a small organization. While this role includes internal administrative work, the ideal candidate will also feel comfortable and energized acting as an ambassador of Awakenings for networking events, filmed programs or interviews, and donor relations.

**Position:** Development and Marketing Manager

**Reports to:** Executive Director

**Status:** Full time, salary of \$47,000-\$49,000/yr, 3-4 days a week in office, health insurance and unlimited PTO included. Some evening and weekend availability necessary for events.

**Essential Functions:**

1. *Development: 65%*

- Lead the development and cultivation of an individual donor base
- Assist the Executive Director in developing and maintaining excellent relationships with all funders (individual donors, foundation program officers, corporate sponsors, etc)
- Plan and attend outreach/fundraising events such as shopping kickback events or donor-hosted parties
- Develop and execute crowdfunding/peer-to-peer campaigns
- Lead, train, or prepare Awakenings team (including boards and committees) to participate in fundraising campaigns
- Assist Executive Director with grant research, grant writing, submission, and reporting

2. *Marketing: 25%*

- Work with Executive Director to maintain a strong, positive brand and publicize programming through all digital platforms
  - Manage content calendar and foresee/create promotional materials proactively
  - Oversee all social media channels
  - Supervise marketing intern(s) or contractors
- Develop new strategies for driving traffic to Awakenings' website
- Sit on External Affairs committee and lead reporting and analysis of KPIs in accordance with marketing and development objectives



### 3. Admin & Miscellaneous: 10%

- Assist with website maintenance
- Assist staff with administrative tasks as necessary (intern onboarding, financial reporting, etc)

## Essential Skills & Experience

*Fundraising:* Ideal candidates will have experience cultivating and stewarding donors. Exceptional written and verbal communication skills are required. We are looking for someone with the confidence to act as an ambassador during events and pitches with potential partners.

*Marketing:* Ideal candidates will have experience creating digital content across multiple platforms and channels, and using software/programs such as Hootsuite and Canva. Exceptional written and verbal communication skills are required.

*Supervision:* Ideal candidates will be prepared to lead by example, and supervise any interns, volunteers, etc with poise and clarity. Candidates must feel comfortable delegating and adapting to change.

*Other:* Proficiencies with Wordpress and Google Analytics are encouraged but not required

## How to Apply:

In lieu of a cover letter, we are requesting answers to the following questions. Feel free to answer in writing or in video. Attach your resume and answers to the application questions and send to [info@awakeningsart.org](mailto:info@awakeningsart.org). This position will remain open until filled. Promising applicants will be asked to conduct an interview in person, and finalists will be asked to submit a skills test.

## Application Questions:

1. Tell us why you are attracted to our mission and how you think you could have an impact at Awakenings .
2. Tell us about your fundraising strengths and why you enjoy it.
3. Tell us about one successful and one unsuccessful fundraising or marketing experience you've had. What worked, what didn't work?
4. Tell us about your marketing strengths and why you enjoy it.
5. Is there anything else we should know about you?