

## Child Care Solutions, Inc.

### Position Description

<b>Title: Marketing &amp; Fund Development Manager</b>		
<b>Team: Administrative</b>	<b>Status: Non-Exempt</b>	<b>Updated: August 2025</b>

#### **Reporting relationships:**

Reports to: Executive Director

#### **Summary Description:**

The Marketing and Fund Development Manager plays the lead role in planning and implementing agency marketing, media relations, event planning, and fundraising. Responsible for promoting conservation efforts through various communication channels including securing public and private sources of funding to support the annual operating budget. Oversee communications that both promote and raise support for conservation, including managing website, newsletters, social media, press releases, and additional outreach.

#### **Essential Functions:**

1. **Strategic Development and Communications:** Develop and lead a comprehensive development and communications program, utilizing data to optimize strategies and approach.
2. **Relationship Building:** Build and nurture strong relationships with community stakeholders and supporters to secure philanthropic contributions, including major gifts, planned giving, annual fund, and special project fundraising.
3. **Major Donor Portfolio:** Develop and manage a portfolio of major donors to support the organization's initiatives.
4. **Collaboration:** Work closely with the Executive Director, Board of Directors, relevant board committees, staff fundraising committee, and the Finance Director to plan and execute strategic initiatives, focusing on long-term development strategies.
5. **Prospect research:** Collaborate with staff and board to identify individual, business, corporate, and foundation prospects for funding opportunities.
6. **Donor Management:** Oversee donor acknowledgment and database systems.
7. **Marketing and Communications:** Develop and continually refine the agency's marketing plan, including marketing strategies, messaging, branding, social media, events, and website management. Including press releases, PSAs, community calendar announcements and media contacts and appearances.
8. **Visibility Enhancement:** Increase the agency's visibility among the community and within social media channels, and places paid ads to market Child Care Solutions' services. Plans and coordinates community and business outreach activities, coordinates staff coverage and evaluates impact of agency participation.
9. With Finance Director developing marketing and fund development budgets; monitors financial statements and budget compliance.

10. Develop, designs, produces, and oversees distribution of marketing materials including print material, publications, and marketing incentives.
11. Works with the Executive Director to develop, design and distribute data and policy reports to educate the community about CCR&R services, the local status of child care services and the value of high-quality accessible child care services.
12. Uses demographic and needs assessment data and input from parents and providers, collected through needs assessments, surveys, follow-ups, focus groups and participant evaluations, to plan and evaluate marketing and outreach efforts.
13. Keeps records and generates reports regarding Child Care Solutions' marketing, community outreach events, materials distribution, and media exposure.
14. Coordinates Child Care Solutions' fundraising activities and events planning including development of mailing lists, invitations, and publicity.
15. Serves as staff liaison to the Board Fund Development and Marketing Committees and works with them to develop and implement annual plans.
16. Serves as editor of quarterly training catalog, monthly newsletter, annual report, and other company publications.
17. Incorporates the perspectives of multiple communities, including communities of color, in consideration of the impacts and outcomes of the work
18. Performs these responsibilities with the understanding that responsibilities and tasks may be modified or expanded over time.

### **Qualifications:**

***Education:*** Minimum bachelor's degree in marketing, communications, or related field.

***Experience:*** A minimum of 2 years' experience in development, individual fundraising, or closely related experiences, with nonprofit experience as a plus. Familiarity with donor databases, planned giving, appeals, press releases, and print and digital media communications desired.

***Competencies:*** Demonstrates excellent analytical, writing, oral presentation, and interpersonal skills. Proficient with Microsoft Office programs, desktop publishing software, Drupal content management system, and CiviCRM customer relationship management; attention to detail; ability to manage multiple activities and priorities; ability to plan, prioritize and work independently; strong customer service skills; and ability to work with people from a wide range of economic, ethnic, and cultural backgrounds.

***Level of responsibility:*** Works with little supervision, exercises high degree of discretion and independent judgment

### **Working Conditions:**

***Schedule:*** 37.5 hours per week; primarily 8:30 AM – 4:30 PM Monday through Friday, with occasional evening and weekend hours

***Work Environment:*** Agency's Syracuse office and Community sites

***Travel:*** Local travel in Onondaga and Cayuga County, occasional regional travel for training and meetings

***Customer Responsibilities:*** Regular internal customer contact with agency staff and Board Committee members; regular contact with community agencies and businesses, media representatives and donors

**Physical Requirements:**

- Manual dexterity sufficient for frequent use of telephone, keyboard, and other office equipment
- Ability to receive and convey detailed information
- Ability to sit at a desk for 6 - 7 hours per day
- Moderate physical exertion: Occasional lifting of up to 25 pounds of equipment or material

**Salary Grade: 5**

\$48,672 – \$58,246