

MARKETING & DEVELOPMENT MANAGER

Job Description

This part-time position builds UVMC's visibility in the community and supports UVMC in developing mission-aligned funding from individuals, foundations, businesses, and public funding sources. Primary responsibilities include producing materials, stewarding relationships, managing data, and contributing to strategic decision making. The position calls for excellent people skills, ability to create compelling communications and cases for support, attention to detail, independent judgment, flexibility, and a team-based approach.

MARKETING

Increase awareness of UVMC programs, students, and faculty in Upper Valley. Identify key constituencies and plan effective communication with them in consultation with staff and faculty.

- Content
 - Write copy for and generate context appropriate promotional materials, working with graphic designers when appropriate (incl. Course Catalog, Program Book, ads, etc)
 - Write and distribute press releases for concerts, workshops and organizational news
 - Work with Program Administration staff to plan and staff marketing events (e.g. open houses, booths at community events, etc)
 - Develop news stories and pitch to media organizations
- Communications
 - Maintain UVMC website as an up-to-date essential resource for current and prospective participants, supporters, and the general public
 - Plan and produce email communications using email marketing software
 - Manage social media including Facebook and other platforms
 - Manage distribution of print materials (including posters, brochures, catalogs, etc.)
 - Manage advertising contracts ensuring visibility with key audiences

DEVELOPMENT

Support donor stewardship. Help develop compelling cases for support to advance UVMC's strategic goals and mission. Identify and pursue funding opportunities from multiple sources.

- Donor Stewardship
 - Receive and process gifts using development software in coordination with UVMC Finance Manager
 - Maintain donor database and CRM platform
 - Manage, prepare, and send gift acknowledgements (e.g. thank you letters, calls, etc)
 - Assist Executive Director in maintaining donor relationships

- Appeal Campaigns
 - Design and carry out appeal campaigns in collaboration with Executive Director and Board committees.
 - Assist the Executive Director with writing and research for donor meetings and solicitations.
 - Produce donor materials, working with contracted professionals as appropriate (e.g. Annual Report, Year in Review video, etc)
 - Generate segmented mailing lists using database and spreadsheet software
- Reporting
 - Produce regular development reports and updates for Board of Directors and Executive Director
- Grants and Business Sponsorships
 - Research grant opportunities
 - Maintain relationships with foundation and corporate staff involved in the grant process.
 - Manage submission and reporting calendars.
 - Recruit business sponsorships for Program Book, events, and program initiatives
 - Draft grant applications in collaboration with Executive Director
 - Write and submit grant reports
- Follow ethical principles outlined in the Association of Fundraising Professionals Code of Ethical Principles and Standards of Professional Practice.

Education and Experience

Bachelor's Degree or higher. Development, marketing, or arts administration experience and/or degree preferred.

Key Competencies:

- Excellent verbal and written communication skills
- Interpersonal skills and experience working with diverse constituents.
- Proficiency in creating clear, structured proposals.
- Skills in organizing and planning, time management
- Attention to detail and ability to multitask
- Experience with marketing principles and practices
- Proficient in software including Microsoft Office (Word, Excel, PowerPoint), Gmail, Google Drive, Google Apps; donor management/database software; web page management; Facebook; Adobe Creative Suite especially InDesign and Photoshop;
- Graphic design experience or willingness to learn fundamentals
- Reliability

**Working Environment**

Work primarily involves desk activities, computer usage, and occasional travel within Upper Valley to multiple locations to meet with potential funders. Requires acclimating to changing priorities and new goals. Some remote work and some in-office work. Flexible schedule, but must include some weekday mornings, and requires evening and weekend events periodically.

Salary & Benefits Description

\$24-29 per hour; 20 hours per week

Benefits include paid time off (select holidays, vacation, and personal time)

How to Apply

Please submit a resume and cover letter to Executive Director Ben Van Vliet at ben@uvmusic.org

About Upper Valley Music Center

Upper Valley Music Center is a nonprofit community music school helping children and adults make music through classes, ensembles, lessons, and special events.

- UVMC is a 501(c)3 non-profit organization and an Equal Opportunity Employer. Candidates of all backgrounds are encouraged to apply. -