



JUNIOR LEAGUE OF DENVER

Position Title: Development & Marketing Specialist	Reports to: Finance & Operations Director Direct Reports: 0
Area: Fund Development, Fundraising Events, Marketing and Communications	Position Type: average 24-30 hours per week, non-exempt position

Mission:

Founded in 1918, The Junior League of Denver, Incorporated, is an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers.

Community Focus:

The Junior League of Denver is currently working to disrupt the cycle of systemic poverty for women and families in Denver.

Position Overview:

The Development & Marketing Specialist is an outgoing, innovative self-starter who is responsible for ensuring that all Junior League of Denver (JLD) fundraising activities are designed to allow for maximum success and that the related procedures are documented to maintain consistency. This person is responsible for maintaining donor and sponsor relationships, especially as volunteers transition each year. This person provides fundraising event execution support, tracks incoming donations and progress toward established goals, oversees donor and sponsor communications, and supports the fundraising strategy of the JLD as directed by the Fundraising Council, Communications Council and Annual Campaign Committee.

Essential Job Duties and Responsibilities (other tasks may be assigned as necessary):

Strategic Support

- In collaboration with the Fundraising Council and Annual Campaign Committee, determine, develop, and coordinate the most effective fundraising methods to maximize revenue and resource utilization.

- Work closely with Fundraising Council, Annual Campaign Committee, Sponsorship Committee and volunteer solicitors to identify, cultivate and solicit donors and sponsors.
- Organize campaign strategy and execution (such as the annual campaign or a capital campaign) and support communication and fundraising goals. Consistently work toward development of a culture of philanthropy among all levels of membership.
- Attend monthly evening Fundraising Council meetings. Attend Annual Campaign Committee and Sponsorship Committee meetings as needed.
- Attend all major League fundraisers (e.g., Mile High Holiday Mart and The Journey) and all Major Donor events (e.g., Major Donor Coffee and Major Donor Happy Hour).

Donor Management

- Co-own donor relationships with the Annual Campaign Committee, Fundraising Council and JLD Foundation (JLDF) Board to ensure continuity during committee member transition.
- Provide volunteer solicitors with the training and support needed to maintain and strengthen donor relationships.
- Own responsibility for preparation of solicitation materials (i.e., letters, appeals, corporate matching, Colorado Gives Day). Draft as necessary.
- Manage prompt donation processing, including receipt, logging, and timely acknowledgement.
- Ensure that JLD/JLDF fundraising efforts are coordinated to maximize revenue and avoid multiple asks.
- Work with the appropriate volunteers to plan and execute communication which engages and retains donors.
- Maintain donor records through database tracking and donor reports, and work with database technical support to update and maintain customized queries.
- Research prospective and lapsed donors.

Sponsor Management

- Assist fundraising volunteers in preparation of sponsor packets used to solicit League-wide and event sponsors.
- As the consistent party, work directly with the Sponsorship Committee to on-board new League-wide and event sponsors, setting expectations and serving as a resource for the relationship. Provide support to Communications by gathering sponsor information, logos, etc.
- Proactively work with appropriate fundraising volunteers to ensure all sponsor benefits are fulfilled.

Annual Report

- Research layout and print options for Annual Report, ensuring completion of project in a timely manner within established budget.
- Collaborate with key volunteers and staff to gather all content, including committee write-ups, high resolution photos, graphics and donor/sponsor lists. Draft pieces as necessary.
- Work with League graphic designer to develop layout. Work with League printer to complete project and coordinate mailing to members. Work with Communications to coordinate distribution of digital version to members. Ensure posting of Annual Report to website.

Communications

- Develop descriptions for fundraisers in partnership with volunteers and staff.
- Work with Website Chair to post information on fundraisers to JLD website.
- Create graphics and social posts for fundraisers in partnership with volunteers and staff, including sponsor fulfillment social media posts for large fundraisers.
- Create fundraising emails in coordination with staff and volunteers.

Tactical Support

- Provide general support to appropriate volunteers leading up to fundraising events.
- Manage ongoing communication with Major Donors and sponsors throughout the year, as appropriate.
- Submit 2-3 grant applications per year to funders who have previously supported the JLD or whose funding guidelines are in direct correlation with the JLD Mission.

Qualifications and Pay Range:

This is a part-time position averaging 24-30 hours per week. Most weeks will require 24 hours, while expectations will increase before and during major fundraisers. Pay range is \$22-27 per hour depending on experience. The schedule can be flexible with both remote and in-office work. Occasional evenings/weekends will be necessary. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education/Experience:

- A Bachelor's degree in Communications, Journalism, Nonprofit Management, Business or related field
- 3-4 years of individual giving and/or event fundraising experience
- Experience working with and managing volunteers in solicitation and securing of donations
- Experience working with graphic designers and printers preferred
- Experience creating graphics, social content and mass emails preferred

Personal Characteristics:

- Passion for Junior League of Denver Mission
- Organizational skills to handle donor and sponsor contact information, donations, etc.
- Excellent writing skills for annual report, solicitation materials, donor recognition, emails and social media
- Strong leadership skills to successfully oversee events and execute fundraising strategies
- Excellent personal interaction and collaboration skills to work with a volunteer-led organization and to build donor and sponsor relationships
- Results and process oriented, with the ability to manage multiple event and campaign timelines and donor relationships in various stages

Computer Skills:

- Expertise with the Microsoft Office Suite, including Word, Excel and PowerPoint
- Experience with or ability and desire to learn volunteer/member/donor management software

- Knowledge of Google Docs preferred
- Knowledge of PDF file editing in Adobe preferred
- Knowledge of Canva, Mailchimp and Hootsuite preferred

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee may occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and ability to adjust focus. While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to stand, walk, sit and use hands to finger, handle, or feel. The employee is occasionally required to stoop, kneel, crouch, or crawl.

The above information is intended to provide an overview of primary responsibilities and should not be construed as a complete description of all requirements inherent to this position.

The Junior League of Denver is an equal opportunity employer.