



*Fort Dodge Community Foundation  
and United Way*

*Investing in our community, today, tomorrow ... forever*

**Job Description  
Marketing and Development Manager**

**Position Summary:**

The Marketing and Development Manager is responsible for assisting the CEO and team in providing leadership, implementing the goals and objectives established by the Board of Directors, and overseeing the fulfillment of the organization's mission. This person will play a leading role in managing and facilitating the communications and marketing process to advance United Way support and fund development for the organization.

**Reports To:**

The C.E.O of the Foundation.

**Works With:**

The program coordinator and the financial manager.

**Position Responsibilities and Duties:**

**1. Marketing and Communications**

- A. Working with the CEO and other staff, develop and coordinate donor and prospective donor communications for both the community foundation and United Way.
- B. Oversee, monitor and maintain the organization's websites and social media.
- C. Write newspaper articles and articles for the organization's social media.
- D. From time to time, communicate with donors to ensure appropriate response to donations and donor questions and actions.
- E. Develop flyers, brochures and other marketing materials.
- F. Develop positive and effective relationships with donors, prospective donors and supportive organizations.

**2. Grant-writing and Management**

- A. In coordination with the C.E.O., will write grants to support the organization's mission, activities and programs.

**3. Community Relations**

- A. Represent the Foundation in a positive and professional manner.
- B. Market and promote the mission of the organization to donors, prospects, legal, financial and investment professionals and the general public.
- C. Build positive relations with constituents and stakeholders of the organization.
- D. Help establish partnerships with other community organizations to help address priorities and meet community needs.
- E. Assist in organizing special events that help advance the mission of the organization.
- F. Assist in maintaining the Community Resource Directory to ensure that it is up-to-date.

**4. Community Impact Programs**

- A. Working with the C.E.O., identify grants and funding strategies to address priorities and opportunities that create positive community impact.

## **5. Grants Management**

- A. In partnership with the organization's team, will help coordinate the United Way and Community Foundation grant-making process in a manner that develops and sustains the confidence of donors and the community in sustaining the integrity of the grant-making process.

## **6. Fund Development**

- A. Working with the CEO, help develop and coordinate donor and prospective donor communications for both the community foundation and United Way.
- B. Assist the CEO in growing and expanding the involvement of people and businesses supportive of the United Way campaign and community foundation programs.
- C. Develop communication and marketing materials for professional advisors and prospective donors regarding fund development.
- D. Develop positive and effective relationships with donors, prospective donors and supportive organizations.

## **7. Operations Support**

- A. Assist the C.E.O. and Financial Manager in maintaining an accurate and efficient recordkeeping and document retention process to ensure appropriate compliance with policies and I.R.S regulations.
- B. Assist all members of the team by helping manage the work efficiently and providing leadership in implementing the strategies and actions to accomplish the goals of the organization and its mission.
- C. Assist all members of the team by helping administer policies and procedures of the organization in a manner that is consistent and in compliance with National Standards for community foundations, United Way guidelines and I.R.S. regulations.

## **8. Other Expectations**

- A. Develop a thorough knowledge and understanding of community needs, issues and opportunities and contribute ideas for addressing community challenges and issues and developing effective solutions and resolving problems.
- B. When asked, assist the CEO and other staff members in facilitating organization programs
- C. Oversee the Community Foundation's scholarship program.

### **Qualifications:**

A minimum of a Bachelor's degree and four years of experience in a philanthropic, nonprofit, governmental or a business organization. Must possess strong verbal and written communication skills. Must have proven organizational skills and the ability to coordinate and manage work responsibilities; must work effectively with community organizations, co-workers, volunteers, donors, and the general public. Must be a good team player, have strong interpersonal skills and the ability to work independently.

### **Working Conditions:**

The Marketing and Development Manager works in a professional office environment and is not exposed to adverse environmental conditions. Work is sedentary in nature. At times, may lift or move objects of 10-20 lbs. Must be able to work under some project deadlines and time constraints.