

Job Description

Job Title: Development and Marketing Specialist
Department: Resource Development
Reports To: Managing Director
FLSA Status: Exempt, Professional
EEO Category: Professionals

General Summary

Founded in 1981, Isles is a nationally recognized nonprofit community development and environmental organization with the mission to foster more self-reliant families in healthy, sustainable communities. Each year, Isles reaches thousands of central New Jersey residents with opportunities for at-risk youth job training, affordable housing development, financial literacy training, homeownership counseling, community gardening, environmental health and education, community organizing, and regional planning.

The primary role of the Development and Marketing Specialist is to support fundraising activities by writing grant proposals and reports, tracking grant proposals and awards, and, therefore, serving as a “voice” for the organization articulating our vision, mission, program plans, and goals to funders throughout the country. The position may entail working with a public relations agency and/or internal staff to translate what Isles does to a variety of audiences in a compelling, clear, and concise manner. Primarily, the Development and Marketing Specialist will be responsible for minor and/or time sensitive projects that the organization decides to execute in house.

Essential Functions

Planning and Administration

- Participate in the creation and implementation of departmental strategies, operational procedures, policy development, and budget development
- Monitor progress towards achieving goals and objectives
- Monitor expenses in line with budget
- Prepare monthly reports and analysis of progress towards goals
- Coordinate and lead monthly grants meeting with appropriate staff
- Provide quarterly and annual evaluation of programs as needed

Service Implementation

- Prepare high quality letters of inquiry and grant applications for government, foundation, and corporate funding; meeting all deadlines
- Coordinate budgetary and department information for grant proposals
- Monitor the proposal review process
- Track grant reports in a database and work with management to submit reports as needed
- Maintain and document funder contacts and proposal deadlines in a database
- Research new funders and present well-reasoned recommendations to build the organization’s base of support
- Develop and execute process to better involve departmental staff in the grant application and tracking process
- Develop materials related to development, marketing, and public relations that accurately reflect the organization’s values, mission and goals.
- Draft internal and external e-mail blasts; distribute final version
- Draft press releases, media alerts, and photo captions as needed
- Place advertisements

- Ensure Identity Guide standards are adhered to in all communications and publications
- Update departmental website and social networking sites content as needed
- Coordinate the production of the organization's newsletter

Other Functions

- Other duties in support of the department's goals may be assigned.

Supervisory Responsibilities: No

Education, Experience, Certifications.

- Bachelors degree required in journalism, English, marketing, public relations, or other appropriate field
- 1 year experience in journalism, marketing, public relations and/or development fields
- Proficiency in Microsoft Office applications (Word, Excel, PowerPoint, Outlook)
- Knowledge of desktop publishing applications and imaging applications
- Knowledge of HTML and web tools

Independent Decision Making/Job Complexity. Proximity, extent, and closeness of supervision received by an employee on this job.

- Supervisor defines assignment's objectives, priority, deadlines and assists employee with unusual or first-time situations. Employee plans and executes the assignment, as well as handles problems. Completed work is evaluated for appropriateness. The methods used are not reviewed in detail.

Reasoning Ability.

- Ability to manage confidential information in an appropriate manner.
- Ability to define problems, collect data, establish facts, and draw valid conclusions.
- Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.
- Strong organizational and time management skills
- Excellent follow-through
- Creative thinking skills
- Meticulous attention to detail
- Thrives in a fast-paced and team-oriented environment
- High energy level
- Flexibility
- Sense of humor
- Committed

Language Skills.

- Exceptional writing and verbal communication skills
- Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents.
- Ability to write reports, business correspondence, and procedure manuals.
- Ability to write speeches and articles for publication that conform to prescribed style and format.
- Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.
- Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community.
- Articulate
- Ability to interact with a broad range of people both within and outside the organization

Mathematical Skills.

- Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals.
- Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.
- Ability to calculate figures and amounts such as discounts, interest, percentages

Working Schedule.

- Monday through Friday, typically 8 hours per day
- One hour paid lunch
- Evenings and weekends as required
- Ability to travel to attend national conferences, professional development classes, or meetings.

Physical Demands.

- This job requires that weight be lifted or force be exerted as follows: up to 10 pounds occasionally
- Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

Persons with disabilities are eligible as long as they can perform the essential functions of the job after reasonable accommodation is made to their known limitations. If the accommodation cannot be made because it would cause the employer undue hardship, such persons may not be eligible.