Position: Marketing & Development Manager

Status: Exempt

Position Summary:
The National Alliance for Children’s Grief is currently seeking a Marketing and Development Manager to support marketing and development activities across the organization.

The ideal candidate will possess distinct skill sets in both marketing and fundraising. They will be an energetic professional who is comfortable wearing multiple hats and experienced in handling multiple projects simultaneously. The candidate would be able to work independently, be well organized, flexible and enjoy working in an organization of diverse people. The candidate must hold anti-racist values and be dedicated to practicing from an anti-oppression lens. Bi-lingual skills would be appreciated.

Primary Responsibilities:
- Reports directly to the National Marketing and Development Director.
- Support the development and execution of the NACG’s annual development/fundraising plan.
- Support the development and execution of the NACG’s annual marketing plan.

Key Job Responsibilities:
1. Support the development of a comprehensive development/fundraising program and plan to include an annual appeal, donor relations, and individual, corporate, and foundation major gift requests.
   a. Assist in securing financial support from individuals, foundations, and corporations.
   b. Work with the development committee to support implementation of strategies for NACG fundraising initiatives.
   c. Support sponsorships process for NACG educational activities and other NACG programs provided to the public.
   d. Maintain the NACG fundraising database.
   e. Provide support for ongoing relationships with donors.
   f. Responsible for overseeing acknowledgements for all donors.
   g. Assist with program communication regarding fund development activities.
2. Support the execution of the marketing plan including all marketing activities for the NACG that will build our brand and assist with meeting annual strategic goals.
   a. Assist with the development of marketing materials for the purpose of promoting all programs of the NACG, including educational offers, NACG membership, social media, and fundraising opportunities.
   b. Assist with program-related and communication-related activities, especially as they relate to mission interpretation and fund development efforts.
   c. Assist with the creation and implementation of strategies to further develop and promote the NACG brand.
   d. Work with the marketing committee to support all initiatives.
   e. Create marketing materials and maintain brand standards for the NACG.
   f. Assist with the NACG national awareness initiative to increase awareness of issues related to childhood bereavement.

3. Represent NACG at public events as requested.

4. Other duties as requested that support the mission of NACG.

Critical Competencies for Success:
- Ability to work in a virtual environment and maintain accountability.
- Ability to communicate effectively, both written and verbally.
- Ability to self-start and manage multiple tasks simultaneously.
- Ability to manage time effectively to meet deadlines.
- Ability to work collaboratively.
- Ability to be flexible and be a team player.
- Ability to maintain the highest standards of confidentiality.

Requirements:
- Graphic/Promotion development experience.
- Social media management experience.
- Excellent writing and editing skills.
- Outstanding verbal and written communications skills.
- Ability to travel throughout the United States.
- Working knowledge of and ability to learn a variety of computer programs and applications. Including, but not limited to: Little Green Light Donor Database (or equivalent), Mailchimp or related email marketing program, Zoom, Dropbox, Adobe Illustrator, Adobe InDesign, and MS Office (Word, Excel, Powerpoint).

Preferred:
- Previous non-profit experience.
- Experience in the bereavement field.

Working Conditions:
The NACG conducts its business through a virtual office. The Marketing & Development
Manager will work from a remote, home office. Laptop computer, printer and scanner will be provided by, or costs reimbursed by the NACG. They must expect travel at least twice per year, including to NACG Annual Symposium on Children’s Grief.

**Reporting Relationship:**
The Marketing & Development Manager reports directly to the National Marketing and Development Director of the organization.

Applicants should complete the on-line application. The application is available [here](#).

Questions should be directed to [info@childrengrieve.org](mailto:info@childrengrieve.org).

The NACG is committed to creating a diverse environment. All qualified applicants will receive consideration without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.