



## **Marketing & Development Manager**

**Accountable To:** Executive Director

**Classification:** Salaried/Full-time

**Compensation:** \$44,000 to \$50,000 per year with bonus structure, PTO and Health Insurance Benefits

**Location:** New Orleans, Louisiana

### **About First Tee – Greater New Orleans:**

First Tee – Greater New Orleans creates experiences that build character to empower kids through a lifetime of new challenges and continuous personal growth. By seamlessly integrating the game of golf with a life skills curriculum. First Tee – Greater New Orleans creates active learning experiences that build inner strength, self-confidence and resilience that kids can carry to everything they do. These character education programs are offered at golf courses, schools and youth centers throughout the New Orleans area. Please visit [thefirstteecentralohio.org](http://thefirstteecentralohio.org) to learn more.

### **Position Summary:**

The Marketing & Development Manager will report to the Executive Director and is responsible for planning, organizing, and managing all First Tee - Greater New Orleans' fundraising events and marketing initiatives to reach the organization's strategic goals. Inspired by a genuine passion for empowering and helping youth succeed in life, s/he will work diligently to manage and support robust public relations and marketing programs through a variety of projects and tasks. Additionally, the Marketing & Development Manager will be involved with donor stewardship activities, including working with a team to create and implement the fundraising, development and communications strategy for First Tee – Greater New Orleans to ensure the organization reaches strategic goals.

### **Duties and Responsibilities:**

- Assist with the development and implementation of a comprehensive development marketing plan that incorporates a range of strategies including annual appeals, major gifts, grants, corporate appeals and special events
- Assist with developing fundraising event budgets, timelines, event marketing/PR and logistics in collaboration with event planning committee
- Develop an annual, monthly and weekly external communications plan that incorporates development and program marketing/communication
- Plan and execute fundraising events, in collaboration with Executive Director and assigned committees

- Develop constructive, cooperative and effective working relationships with staff, volunteers and individuals outside the organization, represent the organizations to partners and to general public
- Collaborate and assist the Executive Director and Development Committee on all fundraising campaigns and events
- Take ownership of all grant writing activities that supports the Executive Director in building and maintaining relationships with grant makers including preparing, submitting and assisting with grant applications and managing grantor reports
- Lead in the development and creation of all fundraising promotional and collateral material, including donor presentation materials.
- Lead in developing a communications strategy to tell the FTGNO story, objectives and successes to potential donors, supporters, partners and parents
- Manage and update all digital marketing platforms, including website, social media accounts, newsletters and emails that promote events and programs, convey FTGNO story and maintain the branding image/guidelines
- Ensure marketing effectiveness through evaluation of quantitative and qualitative analytics
- Attend Fundraising/Development committee meetings
- Contribute to the development and implementation of new ideas to meet goals
- Complete other projects and duties as assigned

### **Qualifications**

- Bachelor's Degree in Marketing, Communications or equivalent work experience preferred
- 2+ years non-profit marketing or development experience, preferred
- Excellent written and verbal communication skills and knowledge of communication principles and practices
- Experience in producing marketing collateral and graphics programs: Indesign, Canva, Adobe etc.
- Experience managing social media tools: Facebook, Instagram, Twitter, and website management
- Experience with Bloomerang CRM, Wordpress and Constant Contact a plus
- Experience in developing and/or carrying out a strategic comprehensive marketing/communications plan
- Transparent and inclusive communicator who follows through; ability to share thoughts and observations; and who consistently treats others equitably and with respect
- Passionate youth development ambassador, excited about promoting access to and involvement in programs by youth participants, their families, volunteers, donors, donor prospects and allied partners
- Knowledgeable professional but also an avid and enthusiastic learner willing to ask questions and pursue professional development for self as well as staff and volunteers, fostering an active culture of philanthropic service and teamwork

**How to Apply:** Please send a resume and cover letter to [careers@firstteenola.org](mailto:careers@firstteenola.org)