

# JOB DESCRIPTION



<b>Title:</b>	Development & Marketing Manager	<b>FLSA Status:</b>	Exempt
<b>Department:</b>	Administration	<b>Full/Part Time:</b>	Full Time, Year-Round
<b>Reports To:</b>	President & CEO	<b>Pay Range:</b>	\$50,000 - \$60,000

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The Wallace Centers of Iowa (WCI) is a nonprofit organization currently seeking a Development & Marketing Manager. Driving the strategy for philanthropic and marketing activities, this is a key and impactful role in carrying on the Wallace family legacy of connecting food, land and people. Depending on experience, this could be a director-level position with a pay range up to \$70,000. The position has been located in the Des Moines location, but could work from the Orient location instead.

The Development & Marketing Manager is responsible for managing a \$1 million+ philanthropic portfolio including an endowment, fundraising, grants and donor engagement/management activities. The Manager is also responsible for creating and telling a compelling story to showcase the mission and work of the organization.

## WHAT YOU'LL DO

### Strategy

- Understand WCI's mission and strategic priorities and collaborate with staff to connect your work to the overall strategy

### Relationship Building & Donor Engagement

- Identifies, cultivates, and solicits prospective donors and develops strategies to increase current donor contributions; serves as the primary contact for key donor relationships
- Builds strong relationships with the Board of Directors with a goal of driving engagement and participation
- Assists the President & CEO and other organizational leaders as they seek to build relationships and raise funds

### Philanthropy Planning & Execution

- Oversees the donor management/stewardship process, including donor tracking, reporting, and appreciation
- Plans and evaluates fundraising campaigns including annual giving campaigns, sponsorships, capital campaigns, fundraising events, and other initiatives; oversees the execution of these activities
- Sets grant strategy and oversees the maintenance of a repository of materials that support grant-readiness; ensures that grant dollars and their associated reporting requirements are properly tracked and reported
- Oversees the planning and execution of fundraising and public awareness events
- Directs community engagement efforts in accordance with program and organizational strategy

### Marketing & Public Relations

- Plans, implements, and evaluates promotional efforts including web site, social media, email marketing, media releases, advertising, community event calendars, and media appearances
- Promotes Wallace Centers of Iowa as a charity of choice by ensuring consistent messaging in all communications, including marketing materials, website, video, social media, etc.
- Collaborates with selected marketing, advertising, and/or public relations agencies to successfully establish and communicate the organization's brand; directly manages those agency relationships
- Ensures brand standards are communicated to and adopted by the organization, and verifies that branding standards are consistently followed in all internal and external communications
- Develops branded templates for use by employees and volunteers

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## Volunteer Tracking/In-Kind Donations

- Oversees tactics to track volunteer information and time served and to thank volunteers
- Oversees the coordination and reporting of in-kind donations

## Financial Management

- In partnership with the President & CEO, sets philanthropy and marketing budget and manages expenditures in accordance with the approved budget

Perform other duties as assigned

## REQUIRED QUALIFICATIONS AND SKILLS

### Experience

- 4-6 years of experience in nonprofit fundraising and/or marketing and an interest in working in a fundraising role for a nonprofit
- Strong written and verbal communication skills, presentation/public speaking skills, and the ability to “make the ask”
- Experience with layout and design software used in marketing applications
- Ability to interact with the public and represent Wallace Centers of Iowa positively
- Demonstrated ability to work with diverse cultures including members of urban and rural communities
- Critical thinker and problem solver who demonstrates decision-making and time-management skills
- Basic management skills including the ability to plan, execute, track, and report on work in progress
- Experience working within a department or team budget
- Strong attention to detail
- Basic computer skills including experience working in Microsoft Windows and Office products
- Able to work effectively both independently and as part of a larger team

### Other

- Flexible schedule to attend events and conduct other activities outside of standard business hours
- Clear criminal background check
- Insurable driving record needed to fulfill job duties
- Ability to travel between the Des Moines and Orient campuses on occasion
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## PREFERRED QUALIFICATIONS AND SKILLS

- Experience developing and maintaining a philanthropy strategy and/or stewardship plan for a nonprofit organization
- Experience working with a donor management system
- Experience grant prospecting, application and administration

## OUR BENEFITS

- Paid Time Off
- Qualified Health Insurance Reimbursement Plan
- Professional Development
- Staff Discounts on meals and rental facilities

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## HOW TO APPLY

Please send a cover letter and resume via email to:  
Debra Houghtaling, President/CEO  
[deb@wallace.org](mailto:deb@wallace.org)

*Our mission celebrates diversity. The Wallace Centers of Iowa is an equal opportunity employer.*