



Child Care Coordinating Council, Inc of San Mateo County

JOB DESCRIPTION

Title: Development and Marketing Specialist
Reports To: Executive Director
Department: Development & Administration
Classification: Non-Exempt
Hours: 40 hrs/week, 8:30AM to 5:00PM Mon-Fri, with some evening and weekend shifts, as needed

PRINCIPAL RESPONSIBILITIES:

The Development and Marketing Specialist is responsible for the overall planning and implementation of the agency's fund development and marketing efforts. The Development and Marketing Specialist will elevate the profile and visibility of the Child Care Coordinating Council (4Cs) within the community and to current and prospective donors. The primary objective of the position is to increase and diversify 4Cs donor and constituent base in order to provide expanded services and to ensure institutional sustainability.

PRIMARY DUTIES:

- Maximize grant-based revenue, including researching opportunities and writing proposals for specific programs and for operational support
- Build and maintain relationships with current and prospective donors
- Identify and engage funding prospects, including new sources of funding support from individual philanthropists, private foundations, and corporations
- Develop and help execute fundraising campaigns, including year-end appeal and on-line campaigns
- Raise 4Cs visibility and increase constituent and donor engagement through management of agency web-site, social media accounts, newsletters, and outreach materials
- Effectively maintain and utilize 4Cs constituent database, currently e-Tapestry
- Organize occasional fundraising and community engagement events
- Serve as 4Cs representative in meetings and promote 4Cs work via traditional and online media
- Prepare fundraising reports
- Provide support to 4Cs staff, Board of Directors, and Development Committee fundraising efforts
- Other duties as assigned

RELATIONSHIPS:

- Maintain professional and appropriate communication with Executive Director, 4Cs staff, Board of Directors, community members, clients, donors, and constituents
- Develop relationships with key donors and potential supporters
- Work with consultants and vendors, as needed, to ensure successful completion of contracted activities related to development and marketing
- Maintain confidentiality related to agency services and internal operations

MINIMUM QUALIFICATIONS AND DESIRED QUALITIES:

- Bachelor's Degree in communications, marketing, non-profit administration, business, or related field OR a minimum of 2 years successful development and marketing experience
- Working knowledge of eTapestry, or experience with other online donor management systems
- Excellent written communication skills, including proven grant writing ability
- Ability to effectively communicate in individual and group settings with diverse agency personnel, clients, and external stakeholders
- Ability to work independently, collaboratively, and as part of a team
- Excellent organizational skills, attention to detail, and ability to prioritize
- Ability to manage multiple activities, responding effectively to simultaneous demands



Child Care Coordinating Council, Inc of San Mateo County

- Enthusiasm for and interest in promoting the agency's mission
- Ability to positively represent 4Cs in the community
- Social media and website management experience
- Strategic thinking, adaptability, patience and a sense of humor
- Familiarity with early childhood education, child care, family support, and child development fields preferred

SOME OF THE ESSENTIAL PHYSICAL REQUIREMENTS:

- Typing on a computer and using a mouse 75% of the time
- Working at a desk approximately 75% of the time
- Talking on the phone
- Filing including lifting, pulling, and reaching
- Lifting boxes up to 20 pounds

DELIVERABLES (NOT COMPREHENSIVE):

- Develop, execute, and report on agency development and marketing plans
- Develop and implement processes to more extensively utilize eTapestry (or other development database as appropriate) for fundraising, grant tracking, donor management, and reporting
- Increase submission and acquisition of grants for specific programs and unrestricted funding to meet the annual budget
- Increase effectiveness of annual campaigns and individual giving efforts
- Increase public engagement, including utilization of agency web-site, newsletters, and social media accounts

NUMBER OF EMPLOYEES SUPERVISED:

Directly: 0 Indirectly: 0

SALARY: DOE

TO APPLY:

Send resume and cover letter to:

DevPos@sanmateo4cs.org

Writing sample optional, but preferred

No calls please

Revised January 2015