



Donor Relations and Marketing Manager

Reports to: The Donor Relations and Marketing Manager reports to the Development and Marketing Director. The position is evaluated at least annually.

Supervises: Volunteers or interns as assigned.

Location: Downtown Phoenix, Arizona

Mission: Arizona School for the Arts (ASA) inspires creative thinkers and leaders through providing an innovative concentration in college preparation informed by the performing arts.

Purpose and Scope:

The Donor Relations and Marketing Manager (DRMM) supports an integrated approach to fund development and will successfully implement a comprehensive strategy designed to increase the school's support from the school parent/guardian community, individuals, corporations, foundations, and other sources. They are an integral member of the Development Team's function and will support all efforts related to fundraising, communications, events, and alumni relations.

Critical to the development function is efficiently managing the donor/customer relationship system (Raiser's Edge). The DRMM is a leader in donor/customer experience and is responsible for the comprehensive management of ASA's donor database (Raiser's Edge), including all gift processing, acknowledgements, and reporting. This role provides customized information and analysis that helps the Development and Marketing Director (DMD), senior leadership, and board members build and maintain relationships with donors and fulfill annual fundraising goals. This position, in tandem with the DMD, ultimately supports the Head of School(HOS)/CEO in sustaining and enhancing ASA's funding and resource development.

The DRMM will work collaboratively with the DMD to create effective marketing communications that encourage individual donors and institutional giving; drive cross-department collaboration on the timing of communications with key audiences, and oversee results. This position requires an individual who is extremely goal-oriented, able to handle multiple deadlines, and works well in a collaborative environment.

ESSENTIAL JOB FUNCTIONS/RESPONSIBILITIES

Donor Relations and Database Management

- Assumes ownership of ASA's Blackbaud Raiser's Edge donor database to ensure accurate, updated, and relevant information for effective fundraising strategies and donor stewardship practices.
- Serve as the department's lead on Raiser's Edge and proactively use other technologies and services to achieve departmental goals.
- Process and data enter into Raiser's Edge, all cash gifts, in-kind gifts, and volunteer hours from individuals, corporations, foundations, and organizations in a timely manner.
- Performs leading practices in relationship management and engagement with the donor base.
- Maintains up-to-date family and student constituent records based on enrollment and oversees administrative management of annual fund commitments in Raiser's Edge.
- Generates monthly pledge reminders, donation follow-up in a timely manner, and produces donor acknowledgment letters within one week of the gift and annual statements (once a year).
- Maintain regular giving accounts (monthly, quarterly, etc.) and contact donors when the credit card expires or if payment issues arise. Use the best judgment in involving DMD where appropriate.
- Produce reports for analysis, queries, and mailing lists from Raiser's Edge for the school's fundraising initiatives.
- Produce weekly credit card and check deposit reports, coordinate monthly reconciliation, and annual audit requests for the Business/Accounting Office.
- Prioritize and accommodate competing requests for data and reports according to established priorities, including monthly Head of School, DMD and Board committee reporting.
- Develop and implement plans, work instructions, and procedures to improve the integrity and use of the database and business continuity, including ongoing improvement or hygiene of data.
- Assist DMD database entry of philanthropic programs, cultivation profiles, application deadlines for grant programs, and similar funding opportunities.

Marketing and Communications

- Work with DMD in the creation and design of development-focused and annual fund-related content, including appeals, bi-monthly family e-newsletter, annual report, school promotional collateral, and general information pieces. The creation process may include conducting interviews, writing, editing, and taking photos; utilizing in-house desktop publishing and/or working with freelance graphic designers and printers. All efforts must reflect consistency, brand integrity, timely production of communication pieces, and effective engagement internally and externally.
- Utilize marketing and communications principles and practices in the collaborative creation of targeted content, timing of messages, and delivery of print and digital collateral to ensure ASA is engaging with current and potential donors.
- Design presentation slide decks for Annual Parent Meetings or donor meetings with direction from DMD.
- Manage website content using WordPress; may work with outside web developers depending on the complexity of updates. Coordinate with relevant staff during the updating process.
- Coordinate with the school's Social Media Club on content-related to fundraising and development.

Development Administration

- Administrative support for DMD related to committee meeting facilitation, tech support, note-taking, presentations, and daily operational needs.
- Establish, collect, and organize a multimedia library of photos, videos, logos/graphics for the purposes of marketing and fundraising.
- Assists DMD in development-related activities.

Community Outreach and Special Events

- Assist DMD and faculty with parent/guardian volunteer recruitment and management, including ASA's Arts Advocates (volunteers who specifically support the Arts Departments).
- Assist in the planning and organizing of ASA's fundraising and community events.
- Support annual Showcase fundraiser, concerts/performances, and other events by processing gifts, documenting attendance, and providing staff support at events.

QUALIFICATIONS/REQUIREMENTS:

- The ideal candidate holds a college degree in Business Administration, Marketing, Communication, or Nonprofit Management.
- Experience and proficiency using Blackbaud's Raiser's Edge software, Microsoft Office (Word and Excel), event auction software (preferred), and email marketing software, with a commitment to ongoing training as needed to provide maximum results for ASA.
- The ideal candidate will be skilled in Adobe Creative Cloud programs, especially Photoshop, InDesign, Illustrator. Video production programs are preferred but not required.
- Ability to lead while working collaboratively with others across occupational disciplines to achieve goals.
- Knowledge of fundraising principles and practices.
- Demonstrate a positive, collaborative, and productive attitude. Strive for continuous improvement and solicit feedback to improve.
- Experience working with school constituents such as administration, current parents, faculty, students, alumni, alumni parents, and volunteers.
- High attention to detail, including accuracy and efficiency.
- Maintain confidentiality.
- Effective written and verbal communication skills.
- Strong analytical skills and problem-solving abilities.
- Time-management skills, the ability to multitask, and have strong organizational and project management skills.

NOTE: Compensation commensurate with experience.

How to Apply: Email your resume and cover letter to religioso@goasa.org.

Disclaimer: This is not an exhaustive list of all responsibilities, skills, duties, requirements, efforts or working conditions associated with the position. While it is intended to be an accurate reflection of the current position, management reserves the right to revise the position or require that other or different tasks to be performed when circumstances change (ie. emergencies, changes in personnel or technological developments.)

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