



Position Description: Marketing & Development Manager

Scenic Jacksonville is seeking a Marketing and Development Manager to support the goals and objectives of Scenic Jacksonville. Scenic Jacksonville is a 501(c)(3) local nonprofit organization whose mission is to preserve, protect and enhance the character and beauty of Jacksonville's natural and built environment.

Reports to: Executive Director

Employee Class: Independent Contractor

Status: Part time, approx. 20 hours/week

Work Location: Remote but must live or work in the greater Jacksonville area, preferably Duval County

The Marketing & Development manager will raise the visibility of Scenic Jacksonville, support its mission and engagement in its programs through creative and strategic outreach. This newly created position will manage fund development, programs and marketing & communications under the direction of the executive director and in collaboration with the Board of Directors.

Principle Duties & Responsibilities

1. Development: Fundraising & Donor Management
 - Collaborate with the Executive Director and Development Committee to create and implement an annual fundraising and marketing plan to meet organizational goals.
 - Design and execute the organization's annual giving campaign including creation of fundraising messages, strategies and materials.
 - Manage the donor database and implement processes for timely and appropriate acknowledgements of all donations by staff and/or Board.
 - Support the executive director and Board Development efforts to identify, cultivate and solicit donors including background research, materials and managing follow up.

2. Programs & Events
 - Project/Event management for the Scenic Visions series in alignment with Board Committee needs. Seek to create a brand identity, a new funding source, and community engagement opportunities.
 - Project/Event support for the annual Great Cities Symposium in alignment with Event committee needs.
 - Seek and evaluate opportunities for event participation and/or speaking engagements for key personnel such as ED, Board President, or others.

3. Marketing Communications
 - Create and execute marketing communications and content for digital campaigns including social media, email marketing and website.

December 2023

- Ensure brand messaging, a unified voice. and consistent look and feel throughout communications channels.
- Coordinate production of all print materials needed for events, programs or annual fund mailings.

Essential Qualifications

1. A bachelor's degree or equivalent
2. Demonstrated work experience in marketing and communications including social media and email marketing.
3. Experience with project management of events, virtual and in person.
4. Ability to work collaboratively and autonomously within a small organization and with external partner organizations.
5. Superior written and verbal communications skills.
6. Highly organized and adept at managing multiple projects simultaneously.
7. Experience with marketing platforms such as Mailchimp
8. Familiarity with WordPress websites and CRM databases

Desired Experience

1. Experience in fundraising programs or events
2. Experience with Canva, Photoshop or other creative suite programs
3. Experience with WordPress and CRM Databases

Pay Range

- Independent contractor rate of \$25/hour for approx. 20 hours per week. Monthly retainer option will be considered. Hours may vary by month, event schedule and/or workload.
- As an independent contractor, benefits are not included.

To apply:

- Please send an introductory email with a resume to Nancy Powell, executive director, nancy@scenicjax.org. Please include "RESUME" in the subject line of the email.

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