

## **Marketing & Fundraising Assistant**

### **Mission Statement for Rainbow Acres**

Rainbow Acres, a residential Christian community with heart, empowers persons with developmental disabilities to live to his/her fullest potential with dignity and purpose.

**Job Title:** Marketing & Fundraising Assistant

**Department:** Development

**Prepared date:** September 2023

**Summary:** The Marketing & Fundraising Assistant is a member of the Development team. He/she oversees the accurate recording and balancing of donations, maintains the gift database, prepares and distributes reports, coordinates our group volunteer program, and performs a variety of marketing/direct mail campaign duties. This is a safety-sensitive position. Evidence of strong Christian commitment is desirable. Evidence of strong ethical standards and moral character is essential, along with sensitivity to the needs of the residents.

### **Minimum Professional Requirements**

High school diploma (Associates degree preferred) and a minimum of three years of related experience or equivalent combination. Excellent written and verbal communication skills, good analytical and interpersonal skills, and the ability to work well independently. Strong working knowledge of Microsoft Office with the ability to format and print various reports, use mail merge, and present data in a meaningful way for analysis. Social media familiarity – Facebook, LinkedIn, etc. Able to meet all clearance requirements, including Level one fingerprint clearance card, background check, pre-employment physical & drug screen, TB test, etc.

### **Professional Responsibilities**

#### **Gift/Donation Record Responsibilities**

1. Update and maintain the gift database in Bloomerang; ensure gift reports balance to finance income reports
2. Print report and export donations to Microsoft Word for merging of thank you letters and envelopes
3. Generate various department reports as needed or requested
4. Maintain monthly donation spreadsheets and charts for Board of Trustee meetings
5. Refer donors to the Director of Church & Donor Relations for individual follow-up, as appropriate
6. Assist with in-house produced mailings
7. Prepare, pack, and ship materials for conferences or church visits

### **Volunteer Responsibilities**

1. Working with the Director of Church & Donor Relations, prepare a schedule for groups focusing on social interactions or projects
2. Assist in the distribution of schedules to all appropriate departments
3. Coordinate meetings with group leaders and the Director of Buildings & Grounds or the Education Coordinator
4. Coordinate the scheduling of meetings with a Rainbow Acres representative with the volunteer group, providing an orientation within the first 24 hours of their stay
5. Receive and process volunteer applications
6. Coordinate with the Director of Church & Donor Relations to assist churches with the completion of required forms, donation generation, the timely submission of requested items/documentation
7. Coordinate on-Ranch accommodations for long-term volunteers and groups
8. Work with the commercial kitchen staff to ensure volunteer groups have food, beverages, etc., as needed
9. Record and report volunteer work hours for Mission Teams/Volunteer Groups

### **Other Responsibilities**

1. Provide support to the Director of Development as requested
2. Work with the Development team in the preparation of marketing campaigns and direct mail campaigns
3. Coordinate with the Marketing Manager to post information on social media
4. Assist in providing front office coverage
5. Other duties as assigned

### **Physical Demands**

The physical demands described here are representative of those that an employee must meet to perform the essential functions of this job successfully. While performing the duties of this job, the employee is frequently required to stand, walk, have great dexterity of hands and arms, stoop, kneel, talk, or hear. The employee is required to sit for long periods of time. The employee may be required to lift and/or move more than 25 pounds.

### **Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The working environment is generally favorable. Lighting and temperature are adequate, and no hazardous or unpleasant conditions are caused by noise, dust, etc. Work is generally performed in an office environment, with standard equipment available.