



A Community Foundation

## JOB ANNOUNCEMENT: DEVELOPMENT AND MARKETING MANAGER

### Development & Marketing Manager Position Overview

The Development & Marketing Manager's (DMM) primary responsibility will be to work in partnership with the Fund's Executive Director to develop and execute the Fund's development and communications strategies.

In the short-term, the focus will be on completing the Fund's endowment campaign (\$1.5M remaining), which we plan to complete by the end of 2015. This will entail fine-tuning the existing prospect list of major donors, developing a cultivation plan for those prospects, and monitoring progress.

Once the endowment campaign is complete, the DMM will focus on ways to significantly increase support from corporations and individuals, including building awareness of the Fund and the evolving and emerging issues of the Asian and Pacific Islander community and leveraging the annual gala and end-of-year campaign. Additional responsibilities include creating quarterly electronic newsletters, an annual report, annual appeal letter and developing the scripts and slide presentations for our annual gala and annual art, essay and video awards presentation.

The Development & Marketing Manager will report to the Executive Director.

### Key Responsibilities

#### Development

- Develop and execute development strategy with Executive Director to reach endowment and annual campaign goals (short-term)
- Identify, develop and cultivate relationships with individual, foundation and corporate sponsors in collaboration with Executive Director to significantly expand the Fund's base of support (long-term)
- Research individual, foundation and corporate sources of funding and write grant proposals and reports, as needed
- Collaborate with Scholarship & Donor Relations Manager and Administrative Assistant to ensure proper recognition and follow-up

#### Marketing

- Write and develop the Fund's marketing communications including quarterly newsletters, annual reports, appeal letters, event scripts, slide presentations and printed collateral
- Update the website and marketing collateral as needed

- Create content for various social media platforms, including Facebook, Twitter, and LinkedIn
- Coordinate with external vendors as needed such as printers and creative agencies and designers

### **Qualifications**

In addition to a strong commitment to the Asian Pacific Fund's mission, this individual should be a collaborative team player with outstanding interpersonal communication skills.

- BA/BS or graduate degree (communications, or related degree a plus)
- 5+ years relevant experience, ideally non-profit development role
- Exceptional writing, editing and proofreading skills
- Strong project management skills and ability to effectively balance multiple projects and meet deadlines
- Demonstrated ability to write in a sophisticated, yet creative, and engaging voice
- Knowledge of best practices regarding effective marketing and outreach strategies relevant to engaging the Fund's donors and key stakeholders
- Design experience and proficiency in Adobe Creative Design Suite preferred
- Belief in the mission of the organization and commitment to serving the
- Asian and Pacific Islander community in the Bay Area

### **Compensation and Start Date**

This full-time position offers a non-profit salary commensurate with experience, flexible work hours, collaborative work environment, and a benefits package that includes generous vacation, medical and dental insurance, and the option of participating in pre-tax transit benefit program and/or a voluntary 403(b) retirement savings plan. The ideal start date is June 1, 2014, but is negotiable.

### **Application Process – PLEASE READ CLOSELY:**

Send cover letter and resume by email to [info@asianpacificfund.org](mailto:info@asianpacificfund.org) with a subject line beginning with this exact phrase: "DMM 2014: Your Name." Please tailor your cover letter to this job posting. Email submissions that do not follow these instructions may not be reviewed. NO PHONE CALLS PLEASE.

### **About the Asian Pacific Fund**

The Asian Pacific Fund is a non-profit foundation dedicated to strengthening the Bay Area's Asian and Pacific Islander communities. We help donors achieve their philanthropic goals, support organizations that serve our most vulnerable, and raise awareness about pressing community needs. Since 1993, the Fund has distributed \$5 million in grants, scholarships and awards. By providing services and awarding grants to more than 70 direct service organizations, the Fund supports a broad range of local groups that ensures that contributions have a lasting impact.

We are a 501(c)(3) nonprofit organization. For more information, please visit our website at [www.asianpacificfund.org](http://www.asianpacificfund.org).