



**Employer:** American Red Cross of Alaska

**Position Title:** Development and Marketing Specialist

**Report to:** Director of Development and Marketing

**Status:** Non- Exempt

**Summary of Job Functions:** Join our team! The American Red Cross of Alaska seeks a dynamic, experienced individual to help expand the life-saving mission of the Red Cross throughout the state of Alaska. This position reports to the Development Director to meet goals established for communications, marketing, community outreach, and fundraising. This position requires a committed individual skilled at coordinating and supporting community volunteers to achieve common goals. Superior organizational and communication skills required. Please send cover letter and resume by November 13<sup>th</sup> to Kelly Hurd at [hurdk@usa.redcross.org](mailto:hurdk@usa.redcross.org)

#### **Job Functions:**

##### Communications

- Compose, edit and post web site material. Monitor web site activities and promote/publicize Chapter web site. Ensures timely and accurate information on Chapter website.
- Compose, edit and publish press releases, brochures, annual report, newsletters, letterhead and other printed materials.
- With CEO and Director of Development and Marketing, has accountability for Red Cross public presence in Alaska. Partners with the Director of Development and Marketing, CEO, leadership employees, Board of Directors and Community Leadership Councils to ensure development and implementation of consistent communications strategies and goals for external audiences that generate high visibility and appeal to donors and other markets and position Red Cross as the premiere volunteer emergency service agency in Alaska.
- Provides back-up support for the Director of Development and Marketing and CEO in serving as Chapter spokesperson.
- Ensures that effective working relationships with members of the media are cultivated.
- Provides support for public affairs activities in times of disaster. This includes a volunteer speaker's bureau and a corps of communications/public affairs volunteers.
- Attends community-based meetings such as Chamber of Commerce luncheons on a strategic basis. Serves as a representative for the Chapter by speaking at public and community events.

##### Marketing

- Collaborate with program staff to develop and implement marketing efforts and create marketing and sales tools designed to enhance revenues from Red Cross classes and products.
- Collaborate with other service areas to provide marketing and graphics support for their products, services and fundraising efforts.
- Design and produce of promotional materials such as programs, posters, flyers and public education materials.
- Proactively searches out possible marketing opportunities to promote and sell RC products and services.

- Coordinate efforts and manages Chapter's relationships with vendors (graphic designers, printers, etc.)

#### Development

- In collaboration with the CEO, Director of Development and Marketing and leadership volunteers, and with the input from other program staff members, designs and implements organization-wide fundraising campaigns, activities and events.
- Supports the CEO and Director of Development and Marketing with identifying, researching, soliciting and stewarding individual and corporate donors and prospective donors. Supports the development and implementation of strategies for closing solicitations. Matches donor interests to Red Cross programs and utilizes moves management for basis of strategy implementation.
- At times, accompanies CEO and/or Director of Development and Marketing on personal calls/visits with individual and corporate donors and prospective donors for major/planned gifts, events sponsorship and for other program funding primarily in Anchorage, but also throughout Alaska as needed. Coordinates personal solicitation of donors with other staff and leadership volunteers.
- Is actively engaged in cultivating relationships in Alaska through a variety of mechanisms including participation in key organizations that have influential memberships.
- With input from the CEO and Director of Development and Marketing, develops fund raising goals and implements all aspects of special events, including procuring sponsorships, events promotion, events logistics, and follow-up work.
- In addition, works with District Directors, Branch Managers and/or other members of the development team to develop fundraising goals for events.

#### Grant Writing

- Research and identify funding opportunities through grants from private, corporate or foundations
- Collaborate with leadership to strategize project funding, organize materials and write grant proposals, United Way and foundation proposals
- Meet with foundation representatives to increase Red Cross visibility and assure funding

#### Management/Other

- Ensures thorough knowledge and understanding of the American Red Cross mission, corporate and Chapter goals, objectives, policies and priorities. Communicates these goals and priorities to employees, volunteers, and the community.
- Proactively seeks ways to effectively utilize volunteers and provides volunteers with appropriate training, supervision and recognition.
- Actively participates as a member of the Chapter's management team which is accountable for the Chapter's management, growth and development.
- Ensures compliance with corporate and Chapter policies regarding fundraising, communications, marketing and government relations.
- Attends Board, Service Center Leadership Council, Development and other Committee meetings as needed or requested.
- Assist with Media Relations, Chapter Publications, Marketing Chapter Programs and Services and Government Relations
- Coordinates fund raising goals and activities with National ARC and other service Chapters and provides information upon request.

- Ensures that accurate and comprehensive paper and computer files for donors and prospects are maintained.

**This position requires:**

- Four years of successful marketing, communications and/or fund raising experience, with at least two years at the leadership level.
- A Bachelor's degree in public affairs, marketing, non-profit management, community planning, business administration, or a related field is preferred.
- Excellent interpersonal skills, including the ability to represent the Red Cross in a consistently positive and professional manner to internal and external audiences, and the ability to establish and maintain effective relationships with leadership volunteers, donors, prospects, community groups, media, government and corporate contacts and staff members;
- Superior oral and written communication skills, including the ability to effectively communicate the vision and mission of the Red Cross while capturing the interest of the donor or other "audience,"
- A passion for fund raising and the capability of identifying, cultivating, soliciting and stewarding donors;
- Good supervisory skills and strong volunteer management and team building skills;
- Self starter with demonstrated ability to set priorities, coordinate multiple projects, and independently problem solve in a timely fashion;
- Excellent organizational skills and attention to detail, including the ability to consistently follow-through and meet deadlines;
- A thorough understanding of fund raising practices, trends and issues;
- A general understanding of United Way's fund raising practices and that organization's relationships to other non-profit organizations;
- The ability to maintain confidentiality and be sensitive to donor concerns and relationships;
- The ability to analyze, evaluate and utilize data to monitor effectiveness of fund raising efforts;
- Proficiency with Microsoft Office software, including Word, Excel, Access, PowerPoint and Outlook.
- Proficiency with graphic design and graphics software including Photoshop, In Design and Illustrator
- Proficiency with web design and basic html knowledge
- Ability to independently travel throughout Alaska
- Availability for work during evening and weekend hours as needed