



Marketing & Development Officer

Job Description

Reports to:	Executive Director	Department:	Administration
Classification:	Full-Time	Status:	Salary/Exempt
Date:	Revised 4/7/2022	Approved:	Zac Heronemus, ED

JOB SUMMARY:

Responsible for fostering community awareness and promoting an accurate understanding of the issues of homelessness in Evansville, Vanderburgh County, & Southwestern Indiana. Responsible for raising Aurora's brand awareness in the community, with donors and stakeholders via strategic marketing and communications plans as well as successfully executed special events.

POSITIONS SUPERVISED:

No supervisory responsibilities but will be expected to lead marketing, communications, and special events efforts that will include oversight of projects carried out by vendors, teams of volunteers, and/or committees executing Aurora's annual special events plans.

DUTIES AND RESPONSIBILITIES:

Marketing & Communications

- Develop and execute annual marketing & communications plans that raise Aurora's brand awareness through social media, e-comm, and other platforms when needed (print, radio, tv, website, etc.).
- Marketing & communications plans should focus on engagement with stakeholders, donors, volunteers, corporate partners, and the community.
- Continuously develop relevant content related to the mission and vision of the organization for Aurora's communications platforms.
- Monitor Aurora's social media platforms and respond to inquiries or direct those inquiries to the appropriate Aurora personnel.
- Coordinate the design of Aurora's promotional material as needed, including but not limited to, Aurora's annual report, brochures and promotional packets, program specific materials, branded paper stock, branded specialty items, Aurora clothing for staff, volunteers, and board members, and/or any other Aurora branded products.
- Work with select staff to update internal documents and bring them into brand compliance and/or work with staff to develop new documents as needed.
- Handles all internal and external marketing as needed.
- Create content and distribute the Aurora newsletter on a consistent annual schedule.
- Produce press releases, schedule press conferences, and maintain an up-to-date contact listing of all local, relevant media outlets for all press-related needs.
- Lead facilitator of staff and board communications including but not limited to scheduling the times and locations, setting the agendas, creating new activities for engagement, and disseminating the appropriate materials for the monthly board and staff meetings.
- Handles external communications as needed.

Special Events

- As part of the development team, this role will aid in the planning and execution of annual special events including but not limited to the Aurora Supporter Breakfast, Trivia Tonight, Annual Golf Scramble, 48 Hours in the Life: The Homeless Experience Project, River City Wiffle Ball Classic, one donor engagement/open house, Homeless Memorial Service, and two in-kind supplies drives annually.
- Steward current donor relationships that help support Aurora's special events while also seeking to find new donors/partners that increase net revenue vital to Aurora's programs.
- Assist in recruiting and managing the volunteers of Aurora's special events committees.
- Develop materials as needed and promote all of Aurora's special events to key stakeholders and interested parties in the community.

QUALIFICATIONS:

- Bachelor's degree in marketing, communications, or related field.
- Strong knowledge of various marketing and social media platforms, excellent communication and writing skills, and be a strong team player.
- Experience in marketing, advertising, communications, and fundraising.
- An understanding of nonprofits and the homeless experience a plus.
- Experience developing, managing, and executing fundraising events and teams of volunteers.
- Strong ability to develop and cultivate relationships with donors, sponsors, and volunteers.
- Confidence in soliciting and securing donations from individuals, businesses, and others.
- High ability to create new, fresh content relevant to Aurora's mission, vision, and service to the community.
- Ability to work independently or as a team to manage and execute many ongoing projects/tasks with limited supervision.
- A strong attention to detail.