



Job Description

Marketing & Fundraising Manager

Department: Staff

FLSA Status: Full-time, Salaried, Non-exempt

POSITION SUMMARY:

This Marketing and Fundraising Manager is responsible for developing and implementing comprehensive marketing, communications and fundraising strategies that increase public awareness, strengthen community partnerships, and generate financial support for Sci-Port, in conjunction with the Board Fundraising Committee. This position will oversee branding, advertising, digital marketing, sponsorship development, fundraising campaigns, and special events (revenue program events). Working in collaboration with staff, volunteers, board members and community partners, this position will play a key role in advancing Sci-Port's mission, expanding its reach, and ensuring long-term sustainability through increased visibility and diversified revenue sources. This position will report directly to the Executive Director and serves as Chair of the Marketing Committee.

ESSENTIAL FUNCTIONS:

- Manage Sci-Port's brand, website, social media and advertising efforts. Social media includes platforms i.e., Instagram, Facebook, X, TikTok and YouTube
- Cultivate relationships with sponsors and media outlets
- Plan and coordinate fundraising campaigns and special events and also include input from the Board fundraising committee
- Develop and manage revenue-generating programs (special events) fee-based services, including outreach activities when applicable (front desk operations and event rental agreements do not fall under this category)
- Collaborate on any contracts for advertising deals and partnerships
- Create compelling marketing and fundraising materials
- Monitor marketing and fundraising performance metrics and prepare reports for leadership
- Work with Programs Manager and Outreach Manager to design, implement and optimize programs which generate sustainable revenue and coincide with themed revenue based programming

- Responsible for all internal signage
- Working in conjunction with leadership and the Marketing Committee, develop marketing, branding and signage, including print, television and social media
- Identify new program-based revenue opportunities, and strengthen related strategic partnerships
- Work closely with Executive Director and leadership teams as needed to ensure revenue goals are appropriate and effectively promoted and delivered to result in a profitable return on investment
- Provide oversight of budgets, timelines and cross-functional teams to ensure successful program delivery
- Working in conjunction with the Marketing Committee, develop marketing plans for revenue-based programs, including development of integrated marketing strategies, campaign messaging oversight and consistent brand alignment across channels
- Execute marketing strategies to increase visibility, engage supporters and drive participation in revenue-based programs
- Collaborate with the Marketing Committee and leadership teams as needed to create compelling content, coordinate digital campaigns and leverage email, social media and other platforms to maximize reach and impact
- Create content for revenue-generating programs, include crafting compelling messaging, grant narratives and digital content designed to inspire engagement and participation across multiple platforms
- Lead the logistics and implementation of revenue programs and campaigns, ensuring all initiatives are well-coordinated and executed efficiently
- Develop marketing and promotional efforts to include social media, digital, print and other campaigns to maximize visibility
- Provide strategic oversight and management of the website to ensure content is current, accurate, engaging, and aligned with our mission and brand.
- Serve as the primary administrator for the website, overseeing content, functionality, user experience and overall site performance.
- Develop and maintain the web presence to support marketing, fundraising, educational programming, and community engagement initiatives.

NON-ESSENTIAL FUNCTIONS:

Other duties as assigned

EDUCATION/TRAINING:

- Bachelor degree in Marketing, Communications, Public Relations, Business Administration, Nonprofit Management or at least 5 years of experience in related field
- Excellent communication skills
- Experience delivering public programming and public speaking
- Ability to work with a variety of different people, to work well under time constraints, and in stressful conditions

EXPERIENCE/SKILLS:

- Minimum of 3-5 years of progressively responsible experience in marketing, fundraising, communications or nonprofit development
- Strong analytical and strategic thinking skills, with experience in revenue generation
- Demonstrated success in developing and implementing marketing campaigns and fundraising initiatives
- Understanding of marketing and digital engagement strategies
- Ability to work with a variety of different people, to work well under time constraints in a fast-paced environment, manage multiple programs simultaneously
- Organization and time management skills
- Experience working directly with the public
- Comfort in public speaking
- Excellent computer skills including MS Word, Excel as well as all social media platforms
- Strong writing and interpersonal communication skills
- Excellent vocabulary, grammar and writing style
- Ability to work a flexible schedule to accommodate travel within the local area and working occasional evenings and weekends
- Results driven mindset with an attention to detail

MENTAL SKILLS/ABILITIES:

- *Reading* – Ability to read and understand written policies
- *Speaking* – Ability to be conversant in the principles and methods of effective speaking and discussion
- *Reasoning* - Ability to interpret a variety of instructions; to plan work and to learn and/or evaluate information in order to make judgements and decisions
- *Math* – Ability to add and subtract

WORK SITUATIONS:

- *Communication* - The ability to relate to people in situations involving more than giving and receiving instructions.
- *Measurable or Verifiable Criteria* - Adaptable to making generalizations, judgments, or decisions based on measurable or verifiable criteria. The employee may make evaluations on the basis of data.
- *Performing Under Stress* - Adaptable to situations requiring the precise attainment of set limits, tolerances, or standards. The employee may need to be precise,

thorough, exacting, or meticulous regarding material worked; or in activities such as numerical determinations, record preparation, or inspecting.

- *Sensory or Judgmental Criteria* - Adaptable to making generalizations judgments, or decisions based on sensory or judgmental criteria. The employee may rely on one or more of the five physical senses or rely on knowledge gained by experience to make evaluations.
- *Set Limits, Tolerances, or Standards* - Adaptable to performing under stress when confronted with emergency, critical, unusual, and/or dangerous situations; or in situations in which working speed and sustained attention are make or break aspects of the job.
- *Repetitive, Continuous* – Adaptable to performing repetitive work, or to continuously perform the same work, according to set procedures, sequence or pace. The employee may perform work that is inherently of a repetitive nature

PHYSICAL DEMANDS:

- *Light Work* - Exerting up to 25 pounds of force occasionally, and/or up to 20 pounds of force frequently, and/or up to 20 pounds of force constantly to lift, carry, push, pull, or otherwise move objects.
- *Balancing* - Maintaining body equilibrium to prevent falling when walking, standing or crouching on narrow, slippery, or moving surfaces.
- *Carrying* - Supporting the weight of an object with hands and arms and moving from one place to another.
- *Climbing* - Ascending or descending ladders, stairs, scaffolding, ramps, poles, and the like, using feet and legs and/or hands and arms.
- *Crouching* - Bending the body downward and forward by bending legs and spine.
- *Fingering* - Picking, pinching, or otherwise working with fingers.
- *Eye-Hand-Foot Coordination* - The ability to coordinate hand and/or foot motions with visual stimuli in order to engage in or perform physical activities, such as typing, operating vehicles or mechanical equipment, etc.
- *Handling* - Seizing, holding, grasping, turning, or otherwise working with fingers and/or hands.
- *Hearing* - Perceiving the nature, intent or meaning of sounds.
- *Kneeling* - Bending legs at the knee to come to a rest on knee or knees.
- *Lifting* - Raising objects from a lower to a higher position or moving objects horizontally from position-to-position.
- *Pulling* - Exerting a force so as to move an object toward the individual.
- *Pushing* - Using upper extremities to press against something with steady force in order to move forward, downward, or outward.
- *Reaching* - Extending hand(s) and arm(s) in any direction, especially upward in placing or retrieving objects.
- *Standing* - To be upright supported by the buttocks and thighs.
- *Talking* - Expressing or exchanging ideas by means of the spoken word.
- *Walking* - Moving about on foot to accomplish tasks.

- *Seeing* - The ability to perceive the nature of objects by the eye. The important aspects of vision are:
 - (a) Clarity of vision at 20 inches or less.
 - (b) Clarity of vision at 20 feet or more.
 - (c) The ability to judge distance and space relationships.
 - (d) The ability to identify and distinguish colors.

SUPERVISION/CONTACTS:

- Receives direct supervision from the Executive Director
- Daily contact with Center employees and management
- Daily contact with visitors and volunteers

ENVIRONMENT:

- Employee is subject to inside and occasional outside environmental conditions. Protection from weather conditions but not necessarily from temperature changes when inside.

TOOLS/EQUIPMENT USED:

- Pens, pencils, copiers, computers, fax, safety equipment

I certify that I have reviewed and understand all the requirements of performing this job and that I am capable of meeting each and every requirement, with or without reasonable accommodation. I understand that the essential and/or non-essential functions and the associated abilities, requirements and conditions outlined above describe the general nature and level of the work performed. I understand that they are not intended to and in no way represent an exhaustive listing of all tasks involved in performing the job. I understand that business necessity may dictate changes in the position requirements at any time. I understand that even though I may be able to perform the job, there are other requirements I must meet before being offered the job. I understand that I must perform all essential and non-essential functions in a manner that is not hazardous to myself or to others. I also understand that any employment relationship with this company is of an "at-will" nature, which means that if employed I will be free to resign at any time, and that the Company may terminate my employment at any time, with or without prior notice.

Signature

Date