

Job Title: Marketing and Annual Fund Director, [The Seaside School Foundation, Inc.](#)

Job Status: Full-time salaried position (remote-friendly)

Reports to: Executive Director

Qualifications: Bring 3 or more years of marketing, fundraising or relevant experience, with a successful record in:

- Strategically developing and implementing marketing, communication and fundraising efforts
- Website platform management, social media, graphic design
- Gift processing and data management
- Working well with donors, volunteers and colleagues at all levels

The **Marketing and Annual Fund Director** works collaboratively with the Foundation Executive Director to lead the development and implementation of the marketing and communications strategy for the foundation and for ensuring the foundation communicates effectively with its community partners and donors. This position will provide leadership for the cultivation, solicitation and stewardship of individual and corporate donors to the Annual Fund who contribute below \$5,000, while strategizing opportunities to increase donations to higher levels, including support of the capital campaign.

- Create and manage a calendar/schedule of multidimensional appeals that leverages a variety of media (e.g., electronic solicitation, social media direct mail appeals, face-to-face solicitations, events) to communicate with potential and current donors
- Set dollar, participation, and qualitative goals for the Annual Fund program
- Create and implement strategies to achieve Annual Fund goals
- Create a plan to engage and grow Annual Fund supporters through our signature annual events (Race Weekend, Sand & Starlight and Tom Glavine's Field of Dreams Golf Outing)

The **Marketing and Annual Fund Director** is also responsible for; generating marketing content and materials to support the campaign, annual fund and fundraising events, website content management and social media management. This role will also support the Executive Director, coordination and execution annual fundraising events through:

- Design of event invitation, sponsorship materials, impact reports, etc.
- Cultivation, solicitation and stewardship of entry level-event donors/sponsors
- Promotes event participation to meet event engagement and revenue budget goals
- Follow up from events as needed, including updating records of event attendees, donor gifts, and donor cultivation, solicitation, and stewardship activities
- As well as other temporary projects / responsibilities that the Director may assign from time to time

Interested candidates should submit a resume and cover letter to: teresa@seasideschoolfoundation.org.