



Leadership Greater Hartford
Job Description
Marketing & Development Manager

Leadership Greater Hartford (LGH) is a high energy, mission-driven, non-profit organization that is passionate about our work. We support and strengthen the local community by training and connecting aspiring and established leaders. We believe that leadership potential resides within everyone and that it can grow if continuously nurtured.

For more than 45 years LGH has been bringing people of diverse backgrounds together to build the awareness and mutual trust needed to create constructive partnerships that serve the greater good. We believe that when we do our job well, we help to create an equitable culture of collaboration, civic responsibility and hope in our region.

LGH is seeking a hybrid 30-hour/week Marketing & Development Manager to join our team. Reporting to the President & CEO, the Marketing & Development Manager is responsible for managing LGH's online presence, collaborating with LGH's external design team, researching and developing written content, and supporting internal development systems for sponsors and donors.

Marketing Responsibilities Include:

- Social media management and engagement (includes LinkedIn, Facebook, and Instagram). Partnering with LGH's external marketing design team, schedule and post consistently across all platforms, and engage with and grow LGH's audiences.
- Production of LGH alumni stories and testimonials. Alumni outreach, scheduling and interviewing to capture the impact of LGH programs on past participants. Materials refined into engaging written and graphic content that can be shared with program directors and external design team to be incorporated into the annual editorial calendar.
- Writing and designing the organization's digital communications materials (monthly newsletters and e-blasts) and taking the initiative to gather all necessary data to produce detailed and accurate results.
- Taking the initiative and responsibility to update the website **weekly** - refresh and critically manage LGH's website (including program page information, calendar maintenance, etc). Independently work with program director(s) to gather and manage content, ensuring timely updates.
- Collaboration with the external design team to create timely and refined collateral marketing materials for all LGH programs and events (print, electronic, and website), These projects include brochures, applications, programs, invitations, advertisements, program material, posters, signage, etc.
- Branding materials - brands collateral marketing materials consistent with LGH's look and voice. Provides support and input and consistently executes results in alignment with the organization's brand.
- Organizing and maintaining LGH's photo library and electronic marketing files.
- Managing photography at events, working alongside our external videography team.

Development Responsibilities Include:

- Supporting the overall individual giving effort (annual, special, and year-end appeals) by managing and executing solicitations and acknowledgement letters.

- Using LGH's database (NeonCRM) to generate and review fundraising and sponsorship reports and maintain lists to track prospects and donors. Also create new records and make updates to existing records, as needed.
- Managing corporate sponsorship benefits (full-year and event-based) through regular communications and event follow-up with sponsor company contacts.
- Supporting LGH events with administrative support, sponsorship support, attendance and on-site fundraising efforts (i.e. auction and raffles, etc.).
- Supporting and participating in LGH activities, events and meetings as appropriate.

Qualifications:

- Strong communication skills and an ability to independently produce effective and accurate written content
- At least one year of demonstrated success in development, marketing, or communications
- Proficiency with social media marketing tools including LinkedIn, Facebook, and Instagram
- Proficiency with electronic databases (NeonCRM experience preferred)
- Excellent organizational skills; able to successfully manage multiple projects simultaneously with timeliness, accuracy, and attention to detail
- Ability to work in a collaborative team-setting
- Proficiency with a wide range of electronic and graphics software/communication tools including but not limited to:
 - Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat Professional)
 - MailChimp
 - WordPress
 - Zoom
 - Microsoft Office (including PowerPoint)

Physical Requirements and Working Conditions:

- Working conditions are normal for an office environment. As of January 2024, LGH staff observe a hybrid work schedule, working in the office on Mondays, Wednesdays, and Thursdays. Employees can choose to work remotely or in-office for all other work hours.
- Must be able to operate a computer for most of the workday with appropriate rest periods.
- Availability to work occasional evenings or weekends as needed.
- Valid driver's license and driving record which meets Company insurance carrier requirements, or ability to travel to program and meeting sites in the Greater Hartford area as needed by other means.

Compensation is \$20-\$25/hour (commensurate with experience) for 30 hours/week and includes a comprehensive and generous benefits package while getting to work alongside a passionate and dynamic team.

Interested and qualified candidates should email a cover letter and resume to hr@leadershipgh.org. Candidate review will begin immediately and continue until the position is filled.

Leadership Greater Hartford embraces diversity and equal opportunity.

We are committed to building a team that represents a variety of backgrounds, perspectives, and skills. The more inclusive we are, the better our work will be.