JOB TITLE: Development/Marketing Specialist   STATUS: REG/PT/Non-Exempt
REPORTS TO: Development Manager   SCHEDULE: 9-2, M-F; 25-29 hrs/week
DEPT: Development   REVISED: 8/16/2021

> *Winston-Salem Rescue Mission is helping our hurting neighbors find hope and healing through the transforming gospel of Jesus Christ. WSRM considers every position one of ministry and a vital and valued part of our staff. Therefore, it is essential that all employees of WSRM have a personal relationship with Jesus Christ and subscribe to our Mission, Core Values, and Statement of Faith.*

SUMMARY OF POSITION:

Perform day to day activities in the donation office, including, but not limited to, social media posts, creating graphic related publications, media and press releases, website updates, assist with processing donations received, preparing mailings of receipts, and other projects. Work closely with the development team on various development/marketing activities including donor relationships, special projects and events.

DUTIES AND RESPONSIBILITIES:

Donations/ Donor Activities

- Assist in opening mail as needed.
- Prepare donation receipts for data entry.
- Process donation acknowledgement letters.
- Process outgoing mail and deliver mailings to bulk mail processing center as needed.
- Assist with adding or updating information in SalesForce database system as needed.
- Maintain documentation accurately, in accordance with WSRM policy.
- Make thank you calls to donors and donation related phone calls when requested.
- Receive on the job cross-training of other various responsibilities in order to help out in times of need.

Development/ Marketing /Media Activities

- Work with and support the Manager of Marketing/Development, including:
    - Direct mail activities and related vendor relationships.
    - Major gifts efforts, including related social media activities.
    - Fundraising for special projects.
    - Social Media posts, photography, and e-mail graphic messaging.
    - Press releases and creating signage, flyers, brochures, etc.
    - Other areas as assigned.
- Assist with developing relationships with potential donors as well as businesses and churches.
- Assist with gift-in-kind activities and signage related to the Thrift Store.
- Perform other duties as assigned.

EDUCATION/EXPERIENCE:

- Minimum Associate's (2-year) college degree in related field preferred. Equivalent work experience may be considered in lieu of degree.
- 1+ years previous development/graphic design/media experience required with increasing levels of responsibility.
- Non-profit /donor related experience preferred.
- Fundraising and or event planning experience preferred.
- Microsoft programs (Word, Excel, PowerPoint) experience required.
- Website maintenance and Word Press experience preferred.
- Database software experience preferred, specifically in SalesForce.
- Graphic software experience preferred, specifically in Adobe, Photoshop, Illustrator, InDesign.

SKILLS & QUALIFICATIONS:

- Christian with a ministry mindset, utilizing the skills, training and experience God has provided.
- Proficient data entry speed and accuracy, both with numbers and letters.
- Detail oriented; possess ability to accurately analyze information received.
- Must be a self-starter, able to plan and organize work independently.
- Ability to communicate professionally and effectively, both verbally and in writing.
- Proficient in Microsoft Programs, graphic software and email.
- Ability to prioritize work, problem solve, and actively seek input when necessary.
- Strong organizational and interpersonal skills.
- Possess a teachable spirit; willing to learn new procedures and adapt quickly to procedural changes.

WORKING CONDITIONS/PHYSICAL FACTORS:

The work is typically performed in an office while sitting, standing, or stooping. The employee occasionally lifts light and heavy objects, weighing up to 25 pounds, and uses equipment requiring a high degree of dexterity.

EQUIPMENT/TOOLS USED:
- Computer (Database, Excel, Word, etc.)
- Copier/Scanner/Printer
- 10 Key Calculator
- Postage Meter Equipment

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Employee Signature   Date