
**JOB DESCRIPTION**

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| **Position Title** | **Department** | **Reports to** |
| Director of Development & Marketing | Development | Executive Director |
| **Employment Status** | **FLSA Status** | **Effective Date** |
| ☐ Temporary ☒ Full-Time ☐ Part-Time | ☒Exempt☐ Non-Exempt | 02/09/2022 |

**SUMMARY:**

Plans, organizes, directs, and manages ongoing fundraising programs, special events, public and community relations for The Switzer Learning Center by performing the following duties:

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Oversees annual fundraising events, annual campaigns, etc.

Oversees direct mail/email campaigns.

Regularly reports progress of developmental activities and fundraising campaigns to the Executive Director and Board of Trustees and serves on related committees.

Establishes and maintains relationships with various organizations throughout community to benefit The Switzer Learning Center’s mission.

Identifies potential donors and increases the overall visibility and outreach of the organization via strategic marketing and communications.

Cultivates and sustains relationships with donors, foundations, government grantors, local businesses and community partners.

Manage marketing efforts including print material, website, social media, etc.

Oversees Constant Contact and media relationships (TV, Print, Radio, etc.).

**OTHER DUTIES:**

Manage the donor database (CRM) regarding input, reporting, scrubbing, and event management.

Oversee alumni relations events and fundraising campaigns.

**SUPERVISORY RESPONSIBILITIES:**

Supervises administrative assistant/development assistant.

**QUALIFICATIONS:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE

Minimum of a Bachelor's degree in marketing, communications, business, management or related field. Master's degree preferred.

Three to five years of development experience required. Five years of development experience in the nonprofit sector preferred.

CERTIFICATES, LICENSES, REGISTRATIONS

Valid California Driver’s License, and proof of current automobile insurance.

LANGUAGE SKILLS

Ability to read, analyze, and interpret the complex documents. Ability to respond effectively to sensitive inquiries or complaints. Ability to prepare speeches and articles using original or innovative techniques or style. Ability to make effective speeches and presentations on controversial or complex topics to top management, public groups, and/or board or trustees.

REASONING ABILITY

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with abstract and concrete variables.

COMPUTER SKILLS

To perform this job successfully, an individual should have knowledge of Quick Books Accounting software; Results Plus Database software; Internet and Social Media; Microsoft Teams and Microsoft Office software. Other software and/or cloud based systems may be utilized in this role to aid in the completion of duties.

**TRAINING:**

Training in appropriate use of physical restraint techniques through CPI and the Nonviolent Crisis Intervention program provided by Switzer Learning Center’s in-house CPI Certified Instructors within 30 days of hire.

**WORK ENVIRONMENT:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**PHYSICAL DEMANDS:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to use hands or fingers, handle or feel objects, tools, or controls. The employee is occasionally required to stand; walk; sit; and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this position include close vision, distance vision, and the ability to adjust focus. The noise level in the work environment is usually low to moderate.

The employee may at times need to use physical restraint techniques on students as a last resort only. Employees will be trained in the use of these techniques through the nonviolent crisis intervention program (CPI) by the in-house certified CPI Instructors.

**NOTE:**

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an “at will” relationship.

### Reviewed with employee by

### Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Name (print): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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### Received and accepted by

### Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Name (print): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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The Switzer Learning Center is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.

**Legal Disclaimer:** This document is intended for informational purposes only, and does not constitute legal information or advice. This information and all HR materials are provided in compliance with federal and state statutes and do not encompass other regulations that may exist, such as local ordinances.