



MARKETING AND DEVELOPMENT MANAGER POSITION DESCRIPTION

LakewoodAlive is a nonprofit, economic and community development corporation whose mission is to foster and sustain vibrant neighborhoods in the city of Lakewood. Our vision is to ensure Lakewood is a welcoming community that thrives on engaged residents, desirable housing and an entrepreneurial spirit that connect in strong, diverse neighborhoods to maximize quality of life. LakewoodAlive is an Equal Opportunity Employer.

The organization administers a commercial development program with large scale events, a merchant association, design improvements and promotes historic preservation efforts. The organization also administers a city-wide Housing Outreach Program that works with residents to sustain our historic housing stock while connecting residents to financial and educational resources coupled with volunteer projects. LakewoodAlive supports commercial activities throughout Lakewood and hosts community forums to bring economic and social issues to the forefront. The organization is volunteer-driven with a dedicated and high performing staff. Learn more at www.lakewoodalive.com.

REPORTS TO: Executive Director

SUMMARY OF POSITION DESCRIPTION

The Marketing and Development Manager is responsible for securing financial resources through appeals and grants which will support the organization's programs and services. The Manager is also responsible for helping to build and manage the organization's brand and all aspects of marketing communications in order to raise awareness of the organization. The Manager reports to the Executive Director, and works closely with the board and management of the organization. Bachelor's degree required with at least 3 years experience in marketing and development.

PRINCIPAL RESPONSIBILITIES INCLUDE:

- Responsible for developing an annual comprehensive development plan, in collaboration with the Executive Director, with targeted goals, objectives, methods, quantifiable outcomes and timelines which will achieve budgeted goals
- Responsible for securing general operating and capacity building grants
- Responsible for developing and monitoring a realistic annual fund budget with realistic revenue and expense projections
- Investigate possibilities of program partnerships and strategic alliances that will extend the organization's brand in the community and increase avenues of support
- Responsible for writing and submitting new and renewed grants and reports
- Responsible for working closely with staff to review program services in order to obtain information for reporting, comply with donor expectations and be aware of programmatic needs for funding
- Responsible for managing and promoting one annual fundraiser; develop donor engagement events
- Develop and execute, with the Executive Director, a comprehensive marketing plan and budget that includes events, media relations, press releases, social networking, Annual Report, website, newsletters, and branding
- Serve as staff representative to both Marketing and Development committees working directly with committee chairs to advance committee goals
- Manage the production and distribution of quality materials that support development and marketing goals while managing the website and social media
- In conjunction with the Executive Director, assist with the cultivation of civic organizations, the Board of Directors, the Downtown Lakewood Business Alliance, corporate, foundation and business representatives

Qualifications:

- Excellent written and verbal communication skills
- Bachelor's Degree required with at least 3 years experience in marketing and development preferred
- High energy, outgoing, team player, and a passion for LakewoodAlive's mission is essential
- Strong computer skills including Microsoft Office
- Ability to work flexible schedule including evenings and weekends
- Must be extremely well-organized, self-motivated, able to work independently and collaboratively, innovative and committed to executing the mission of the organization
- Ability to assist with other duties as assigned with different departments and in different roles
- Local travel and some out-of-town travel required
- High level interpersonal skills, including tact and diplomacy

Please send resumes and a cover letter, along with your current or desired salary range, to:

Ian Andrews
Executive Director
LakewoodAlive
14701 Detroit Avenue #LL10
Lakewood, OH 44107

e-mail: iandrews@lakewoodalive.com

Cover letters and resumes due by 5:00 p.m. March 3, 2016
NO phone calls please

Visit lakewoodalive.com for more information.