

Development and Marketing Manager

ABOUT CASA DE SALUD

The mission of Casa de Salud (Casa) is to facilitate and deliver high quality medical and mental health services for uninsured and underinsured patients, focusing on new immigrants and refugees who face barriers to accessing other sources of care. Casa is unique in that it is the only organization in the metro area that offers the new immigrant community low-cost access while also acting as a portal to other services through our collaboration with numerous health and social service organizations throughout the metro St. Louis area. Casa provides a great opportunity for an early career development professional to lead a broad-based development program.

POSITION SUMMARY

The Development and Marketing Manager works closely with Casa's President and CEO to ensure that the organization has the resources needed for sustainable growth. The Development and Marketing Manager will support the planning and implementation for all fundraising initiatives, marketing programs and special events. They will also collaborate across the organization to maximize prospect/donor engagement, grants management, communicating on an on-going basis with donors through a variety of traditional and digital channels. This position reports to the President and CEO.

RESPONSIBILITIES

Fundraising

- Identify, qualify, cultivate, and solicit potential and current supporters by communicating the importance of Casa's role in the community, focusing on maintaining or increasing financial commitments to Casa's mission
- Demonstrate thorough understanding of how to balance individual, foundation, and corporate support for a diversified funding base
- Work with the President to implement an annual fundraising plan, including but not limited to writing grant proposals, executing marketing initiatives, special events, and individual giving
- Maintain and strengthen existing donor relationships and identify potential donors through research, outreach, and relationship-building
- Research public and private grant sources (agencies, corporations, and foundations) to identify sources of restricted and unrestricted funding
- Compose and submit funding proposals and prepare impact and grant reports as needed

Database and Records Management

- Maintain database accuracy for donors and constituents, utilizing DonorPerfect software in collaboration with the Administrative Assistant
- Prepare and send acknowledgement letters in a timely manner
- Generate queries, reports, and any other financial/giving reports as needed

Event Coordination

- Assist in the planning and execution of special events, including but not limited to the Annual Gala

Marketing and Communications

- Manage all internal and external communications in alignment with the Casa brand

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- Execute annual direct mail and e-marketing campaign strategy, detailed planning, forecasting, creative development, and ongoing execution
- Create a robust segmentation through traditional and digital channels to drive engagement across various donor segments
- Analyze post-campaign results for campaign effectiveness and work with leadership to make recommendations for improved messaging, segmentation, formatting, and timing
- Collaborate across the entire team to ensure alignment with organizational goals and priorities

ESSENTIAL QUALIFICATIONS

- Bachelor's degree in related field with a minimum of 1-3 years (2-3 years preferred) of development, communications, marketing, or related experience in a service industry or with a nonprofit
- Verbal and written English fluency required, verbal Spanish a plus
- Strong interpersonal communications skills and demonstrated ability to write clearly and persuasively
- Exemplary organizational, planning, and multi-tasking skills
- High energy, positive "can-do" attitude, flexibility, teamwork, and attention to detail; high degree of initiative
- Proficiency in Microsoft Office 365 and Google Suite software, and donor management software such as DonorPerfect. Familiarity with Adobe Creative Cloud software a plus

Perform other duties as assigned.

WORKING CONDITIONS

- Work is performed in a typical clinic and office environment, with some work completed remotely
- Occasional evening and weekend activities
- Local travel may be required
- Average physical effort with some handling of light weights such as supplies or materials on an infrequent basis (10-15 pounds)

BENEFITS

- Medical, dental, and vision insurance
- 401(k) investment accounts with 3% employer match
- Paid time off including holidays

The above information on this description has been designed to indicate the nature and level of work performed by employees in this position. It is not designed to contain or be interpreted as an exhaustive list of all responsibilities, duties and qualifications required of employees assigned to this job.

HOW TO APPLY FOR THIS POSITION

Casa de Salud is an Equal Opportunity Employer and considers qualified applicants for employment without regard to age, race, color, religion, sex, national origin, sexual orientation, disability, veteran status, or any other status protected by applicable law.

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Position is open until filled; first reviews begin immediately.

Interested applicants should send a cover letter and resume to the Director of Administration, Emsada Bilkan, at ebilkan@casadesaludstl.org, or mail to 3200 Chouteau Ave. St. Louis, MO 63103.

Learn more about mission and work — www.casadesaludstl.org