



**Job Title:** Development & Marketing Manager  
**Supervisor:** Executive Director  
**Date:** November 2022

**Department:** Admin  
**FLSA Status:** Non-exempt  
**Salary Range:** \$23.34-\$29.71  
Bilingual differential \$.58 cents /hr

## Organization Overview

Restorative Partners, Inc. (RP) is a nonprofit organization that transforms lives impacted by crime through healing services and relationships. We believe in accompanying and supporting anyone affected by crime on their healing journey and being an instrument of restoration and accountability. We believe that violence is never a solution to any problem and that every person is endowed with a sacred dignity, and is capable of changing, healing, and being restored. We believe that everyone deserves to be treated with respect and dignity. We believe that we can overcome violence with education, love, and compassion. [www.restorativepartners.org](http://www.restorativepartners.org)

## Essential Duties & Responsibilities

Reporting to the Executive Director (ED), the Development & Marketing Manager (D&MM) is a key member of the Board Development/Marketing Committee, manages the Fundraising Sub-Committee, and has overall responsibility for Restorative Partners marketing and fundraising activities. This position requires a working knowledge of marketing, fundraising, donor management, events management and social media. The D&MM performs various complex activities, including developing, implementing, and maintaining marketing, donor, fundraising, events. All work is done with the understanding and practice of a restorative justice approach to internal and external, employee and partner relationships.

## Other Duties and Responsibilities

- **Marketing Management**
  - Manages organizational website, updates, troubleshooting, and website vendor relations
  - Manages social media platforms, content creation, strategy, scheduling, and engagement
  - Direct mail and appeal creation, list management, and distribution
  - Creation and distribution of all other forms of marketing materials and communications
  - In partnership ED & Development/Marketing Committee create and manage marketing strategy and calendar
  - Ensure branding consistency - provide resources and training to staff, provide final branding approval for RP resources and shareables
  - In partnership with ED & Cafe GM, create The Bridge Cafe marketing plan, promotional/pr/marketing materials, social media management, and branding needs
  - Seek and develop opportunities to enhance the image of the organization
  - Manages marketing budget
  - Manages public relations, media, and advertisements
    - Maintain media and public relations outreach lists
  - Manage agency profiles on nonprofit discovery websites and partner resources (e.g. 211, GuideStar, Charity Navigator...)

## Development

- Assist the ED in efforts to expand revenue generating opportunities, donor relations, and fundraising activities to support the mission.
- Supervises Development support staff and interns
- Participates and serves as a staff liaison in the Board Development/Marketing Committee
  - Collaborate with Development Committee Chair to prepare monthly agenda
- Ensures development deadlines are met and timelines upheld
- Creates auditing tools to ensure developmental success (i.e. SALSA report auditing, event surveys, social media report auditing...)
- **Donor Relations**
  - Manages and maintains donor databases, including SALSA CRM, Engage, and CardPointe
    - SALSA donor and constituent data entry, report pulling, and system audits
    - Complete buildout of automated email system to increase donor engagement
  - Maintains donor communications - including electronic, direct mail, phone, and in-person
  - Collaborates with ED & Executive Assistant to facilitate major donor communications
  - Provides fiscal gift acknowledgement management
  - Manages all aspects of MVP Donor Program
- **Event/Fundraising Management**
  - Chairs Fundraising Sub-Committee
  - Oversees management of all aspects of fundraising activities and events
  - Plans, manages, delegates, and provides day-of-oversight for special events to generate funds and increase donor/community engagement
  - Create and manage all Public Relations and media content
  - Manages event budgets
  - Obtain event sponsors, manage sponsor perks, facilitate communication and relationship
  - Obtain all necessary permitting and licensing for events
  - Design, creation, and ordering of all event/fundraising marketing materials and digital platforms
  - Collaborates with ED & Executive Assistant to facilitate event coordination of outreach to major donors and dignitaries

## Knowledge, Skills, Talents, & Abilities

- Demonstrated success in marketing and development management skills
- Ability to make decisions based on big picture of organizational goals, priorities, and needs
- Ability to consistently demonstrate compassion, empathy, professionalism, and accountability
- Ability to organize and plan projects, handle multiple priorities, and anticipate problems and address them proactively
- Must be willing to complete Restorative Partners staff training including Restorative Practices, Cultural Competency, and ongoing training relevant to our work
- Demonstrated leadership, oversight, and evaluation skills
- Must agree to agency mandatory COVID Vaccination policy

## Education and/or Experience

- Bachelor's degree
- 2+ years' experience in an office management capacity (*preferred*)
- 2+ years experience in leading fundraising events and activities
- 2+ years of supervisory experience (includes intern oversight)
- 2+ years of marketing experience

## Physical Demands

*While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms. This position requires the ability to occasionally lift up to 20 pounds. The physical demands described here are reasonable accommodations that may be made to enable individuals with disabilities to perform the essential functions.*

## Work Environment

*This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, and filing cabinets. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

## Benefits

Vacation  
Sick Time  
11 Paid Holidays  
Medical Insurance  
Dental Insurance  
Vision Insurance  
Phone and Internet Stipend  
Mileage Reimbursement  
Retirement Plan (CalSavers)

## Acknowledgment

I acknowledge that I have read the job description and requirements for the HR/Accounting Coordinator position and certify that I can perform these essential functions.

\_\_\_\_\_  
Applicant/Employee Signature

\_\_\_\_\_  
Date

*Restorative Partners is an equal opportunity employer and does not unlawfully discriminate on the basis of race, creed, national origin, disability, sex, gender identity, marital status, age, or any other protected status covered by federal or state law.*

This job description does not constitute an employment agreement between the employer and employee and is subject to change as the needs of the employer and requirements of the job change.