



## Job Opening: Development and Marketing Specialist

### ABOUT

Arizona Latino Leaders In Education (ALL In Education) aims to ensure that individuals from the communities most impacted by education inequities are the ones making decisions for ALL students. Our core belief is that until Latinos have power, influence and authority at all levels of education - from students to working families; teachers to administrators; school board members to governing officials; making final decisions, influencing policy and investing real capital - while collectively holding leaders accountable to creating access to opportunity and justice for Latino students and families, the Latino student attainment gap will never end.

Learn more at [www.allineducation.org](http://www.allineducation.org).

### POSITION SUMMARY

ALL In Education is a nonprofit start-up that is experiencing rapid growth in its fundraising and marketing efforts. The Development and Marketing Specialist will become the essential connector across our marketing, communications, fundraising, and operational needs. This position will support the Executive Director and the Communications Director to execute the development and marketing strategy of the organization by managing the accuracy of our donor management systems, developing meaningful donor engagement opportunities, and supporting our events. In addition, this position will support the quarterly board meetings and the operational needs of the entire organization.

This position reports to the Communications Director, is full-time, and based in Phoenix, Arizona.

### JOB RESPONSIBILITIES

The Development and Marketing Specialist will be responsible for the following job duties, including but not limited to:

#### Development

- Support the execution of the development strategy of the organization.
- Support the grant writing process in collaboration with contract grant writers and the Executive Director by tracking institutional fundraising pipeline, grant deadlines, coordinating as needed with staff members, and ensuring accurate information in the Salesforce CRM database.
- Ensure the accuracy of individual and institutional donor information in the Salesforce CRM database including entering, maintaining, and reporting on critical data including donor information, donor payments, campaigns, and other details.
- Support the prospect planning and pipeline management process through the creation and management of Salesforce reports, updating information in Salesforce, and ensuring accuracy of fundraising reports and dashboards.
- Reconcile the financial reporting from the Finance team with the reporting and information contained within the Salesforce CRM database.
- Participate and support prospect research for new individual and institutional donors including online donor research, attending webinars to assess Requests For Proposals (RFPs), and connect with grant administrators as needed.
- Execute a donor engagement strategy including tracking required donor communications, ensuring consistent, thoughtful, and personal follow-up leveraging the Executive Director as needed.

- Coordinate gift tracking, produce acknowledgement letters, and produce large mailings as needed such as the annual appeal and other digital communications as requested.
- Provide event planning support for fundraising, cultivation, and stewardship events.

### **Marketing**

- In partnership with the Communications Director, develop and implement an annual engagement strategy for all ALL In Education stakeholders including donors, prospects, event attendees, and leadership program attendees.
- Support the development and implementation of the social media strategy including the posting of social media content, public outreach content such as emails and marketing materials, and any other multimedia content.
- Support the execution of our MAPA Summit, parent conversations, and other events, including event logistics, marketing materials, and other duties as requested.
- Draft and produce ongoing marketing and communications projects such as newsletters, press releases, and other communications as requested.
- Ensure proper integration and recording of communications and engagements between technology vendors and our Salesforce CRM.

### **Operations**

- In partnership with the Executive Director, support and prepare quarterly Board Meetings through deck formation, recording meeting minutes, and other preparation or follow-up needed for the Board.
- Support the entire ALL In Education team by providing operational and event support for team meetings, logistics, and other duties as assigned.
- Provide operational support for major events, summits, and/or leadership training events as requested by the Executive Director.

### **MINIMUM QUALIFICATIONS**

The qualified candidate will be able to demonstrate:

- Passion and commitment for the advancement of educational equity in Arizona.
- Bilingual, fluent in English and Spanish is required.
- Understanding and knowledge of Salesforce and Google Suite is required.
- Experience managing multiple projects and working collaboratively with partners.
- Excellent oral, written and interpersonal communication skills.
- Ability to build rapport and collaborate remotely with members, with the team and with vendors.
- Self-direction. Able to work autonomously with little supervision while also staying connected to a team.
- Excellent donor management and marketing skills.
- Demonstrated ability to work well in a team environment.

### **PREFERRED QUALIFICATIONS**

- Knowledge of development operations, prospect planning, and grant management
- Experience in developing marketing and donor communications that are professional while expressing the passion behind the mission of educational equity
- Strong attention to detail and writing/editing skills
- Experience with Creative Suite, InDesign, or Photoshop a plus
- One (1) to three (3) years' experience in development operations, grant management, marketing, event management, and/ or operations required

### **SALARY AND BENEFITS**

- Full-time salary compensation is competitive and dependent on experience. Benefits include medical, vision and dental coverage, monthly cell phone stipend, a professional development and technology fund.

**TO APPLY**

Submit your resume along with a letter of interest which responds to the following questions:

- Why are you interested in this role and, more generally, in joining ALL In Education's staff?
- How has your experience prepared you for this position?

Send your resume, letter of interest and/or any questions to [admin@allineducation.org](mailto:admin@allineducation.org).

ALL In Education is an equal employment opportunity employer committed to maintaining a non-discriminatory work environment. ALL In Education does not discriminate against any employee or applicant for employment on the basis of race, color, religion, sex, gender, national origin, age, disability, veteran status, marital status, sexual orientation, gender identity, gender expression, or any other personal characteristic protected by applicable law.