



POSITION DESCRIPTION DEVELOPMENT & MARKETING ASSOCIATE

Organization Mission

A Step Beyond (ASB) is a nonprofit, creative youth development organization that supports 230+ youth experiencing poverty in Escondido and San Marcos through a 10-year program featuring dance education, academics, and family services. To learn more about ASB, visit a-step-beyond.org.

Position Summary:

The Development & Marketing Associate is an integral, full-time position supporting A Step Beyond's (ASB) fundraising and communications activities across multiple platforms. This role is hands-on, entrepreneurial, analytical, and results driven. The Development & Marketing Associate position is a fantastic opportunity to lead the design and execution of effective fundraising and marketing programs for a highly impactful organization.

This position is responsible for supporting the organization's annual fundraising goal of \$1.8 million through two key areas of responsibility:

- **Development Efforts:** The Development & Marketing Associate will manage Gift Processing and accurate data entry & reporting of the Salesforce donor database to inform fundraising strategy. The Associate will also oversee community partnerships, with the overall goal of growing the donor base and gift amounts, and expanding beneficial community partnerships.
- **Marketing Efforts:** The Development & Marketing Associate will manage highly effective, multi-platform marketing efforts that elevate A Step Beyond's role as a Best In Class creative youth development agency. The Associate will manage and grow marketing channels, including paid marketing, online donor acquisition strategies and public relation efforts.

Reports To: Director of Philanthropy

Classification: Administrative, Non-Exempt

Status: Salaried, Full-time

Salary Range: \$45,000 - \$50,000



Benefits: ASB provides a quality benefits package including health, dental, PTO, and 401k match.

Essential Job Functions:

To perform this job successfully, candidates 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.

The following duties and responsibilities are those considered to be essential but do not represent all job functions that may be required to be performed by this position. Other comparable duties and responsibilities may be assigned, as needed. Evening and weekend work may be required, as determined by operational needs or as assigned.

YOU'LL BE RESPONSIBLE FOR:

DEVELOPMENT

- Provide accurate data entry in the SalesForce donor database, including donations, pledges, moves management activities, and reporting to inform fundraising strategy.
- Manage Gift Processing, including timely Donor Acknowledgement Letters.
- Support vetting and management of donor & volunteer partnerships online and in the community, including funding drives and invitations for ASB to participate in partner events.
- Oversee design, printing & mailing of donor collateral, such as event invitations and custom proposals and reports.
- Manage donor sponsorships and registration for ASB signature events.
- Act as Point of Contact with contracted Events Manager, regarding ASB signature events.
- Partner with the Director of Philanthropy to forecast and track donor campaign performance.
- Support Donor Outreach as needed, which may include phone calls and emails.
- Support Donor Tour Plans, in collaboration with the Program Team.

MARKETING

- Support graphic design and creative asset needs for all donor campaigns, as well as proposals, reports, presentations, and publications
- Develop and maintain a marketing metrics dashboard and share insights with the team on a regular basis
- Collaborate across departments to ensure messaging and materials are on-brand and reflect mission

- Design and oversee multi-platform donor outreach efforts, including social media and email/eblast campaigns.
- Manage and grow existing marketing channels to reach fundraising goals, with focus on donors under \$250
- Identify, test, and scale additional direct marketing or online channels to grow the donor base
- Manage the organization's paid advertising budget to drive donor acquisition
- Manage the email program and social media platforms; producing engaging content to drive conversions
- Manage the ASB website, owning SEO to drive new qualified traffic, and identify optimizations that will drive conversions
- In collaboration with the Director of Philanthropy, create and manage a public relations strategy that will allow ASB leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including top-sphere philanthropists, media, business leaders and key influencers

YOU MUST HAVE...

- A passion for empowering youth to be successful in all aspects of life
- A minimum of a four-year Bachelor's degree from an accredited college or university, or commensurate experience
- 1+ years of professional experience in marketing and communications, experience in nonprofit sector is highly desirable
- Thorough knowledge of loading and sending out emails using a CRM
- Front-end web development experience with WordPress, ability to create landing pages for fundraising, and experience working with Google Analytics
- Some experience pitching media outlets to secure earned coverage, as well as managing paid advertising campaigns
- Strong storytelling skills and a creative eye
- Exceptional interpersonal and communication skills
- Strong organizational skills, an ability to manage multiple priorities, and an attention to detail
- Team-oriented with a positive attitude
- Ability to write clearly and concisely on short deadlines while varying writing styles to target audiences
- Energetic, self-starter and resourceful problem solver – gets things moving and keeps them on track
- Some professional design experience and proficiency with Adobe Creative Suite
- Understanding of email, social media, advertising, public relations, and other marketing trends or best practices
- Proficient in Google Suite and Microsoft Suite
- Ability to pass a criminal background check and live scan
- Possess a valid California Driver's License and maintain a clean driving record

IT'S AN ADDED PLUS IF YOU HAVE...

- Experience working in an environment where agility and determination have been key to your success
- Experience working in Canva and Adobe InDesign
- Experience working with Salesforce
- Experience securing donated media and/or other pro-bono services
- Experience supporting event promotion
- Videography experience
- Bilingual in Spanish

Position Interactions: Internally the Development & Marketing Associate interacts with students, parents, volunteers and all institutional directors and staff. Externally, the Development & Marketing Associate interacts with donors, board members, the media, community leaders, and corporate partners.

American With Disabilities Act Assessment: Below are general guidelines on the position's physical, mental, and environmental working conditions.

Bend: Frequently
Squat: Frequently
Crawl: Occasionally
Climb: Not applicable
Kneel: Infrequently
Handle Objects: Frequently
Push/Pull: Frequently
Reach Above Shoulder Level: Frequently
Sit: Frequently
Stand: Frequently
Walk: Frequently
Use Fine Finger Movements: Frequently
Carry/Lift Loads up to 25 Pounds: Frequently
Carry/Lift loads between 25-50 lbs: Frequently
Carry/Lift Loads over 50 Pounds: Occasionally
Read/Comprehend: Frequently
Write: Frequently
Perform Calculations: Frequently
Communicate Orally: Frequently
Reason and Analyze: Frequently
Chemical/Biological Agent: Not applicable
Construction Activities: Not applicable
Contact with Water/Liquids: Not applicable
Drive Motorized Equipment: Not applicable



Confined Spaces: Not applicable
Elevated Work Location: Not applicable
Radioactive Materials: Not applicable
Temperature Variations: Not applicable
Gas System: Not applicable

How to Apply: Submit a resume and cover letter to Wendy Endsley, Director of Philanthropy, at wendsley@a-step-beyond.org with the name of the position in the subject line.