



The Rise School

O F A U S T I N
WHERE EVERY STUDENT SHINES

Development & Marketing Manager

Beginning August 9, 2021

About The Rise School of Austin

The Rise School of Austin is a 501(c)(3) nonprofit organization whose mission is to provide the highest quality early childhood education for all children — gifted, traditional, and developmentally delayed — in an inclusive setting, where individualized learning techniques enable every child to achieve their maximum potential. The Rise School of Austin believes that children are children first, regardless of developmental ability, and that they deserve to learn side-by-side with same aged peers while receiving the supports they need to succeed.

Job Summary

This position is accountable to and works closely with the Director of Development and Marketing to support fundraising, communications, and marketing needs of The Rise School of Austin (RSOA) which includes campaigns, events, outreach and public relations. The Development & Marketing Manager is responsible for all facets of RSOA's fundraising events, including communicating with donors, volunteers, and community members. This position is a key component of the development department working closely with the team to ensure that all department goals – financial, donor, event – are on track for success.

Job Responsibilities

Activities include but are not limited to:

DEVELOPMENT

- Coordinate, execute, and track fundraising campaigns and appeals in collaboration with the Director of Development and Marketing (alumni giving, Amplify Austin, end-of-year, etc.).
- Responsible for all aspects of fundraising events (planning, execution, marketing, and close out, including budgeting, vendor and auction management, event software, promotional materials, gift bags, onsite production, reporting, reconciliation, etc.).
- Guide and support campaign and event committees to ensure successful execution of projects.
- Volunteer management including recruiting, training and assigning responsibilities, and working with the Administrative team to determine annual volunteer opportunities (events, onsite, etc.).
- Solicit donations (in-kind and monetary), secure auction items, and assist in securing and fulfilling sponsorships.
- Work with the Donor Relations Coordinator to ensure accurate donor information and assist with stewardship of donors in a timely manner.
- Build ongoing, positive relationships with donors, Board members, staff, and the RSOA community.

MARKETING & COMMUNICATIONS

- Support implementation of marketing strategies in collaboration with the Director of Development and Marketing.
- Generate and distribute newsletters, event promotions, email campaigns, etc. (print and digital).
- Coordinate social media (classroom content provided by teaching teams), create posts as needed, specifically for fundraising initiatives, and monitor posts and messages.
- Maintain RSOA's website, update event and program pages as needed and ensure content is accurate, current and compelling.
- Effectively communicate RSOA's mission and ensure accuracy in information, proofreading, consistency, and cohesive branding across platforms.

GENERAL

- Work collaboratively and proactively with the Development team to achieve fundraising goals and participate in the team effort to accomplish RSOA's mission, goals and strategic plan.
- Handle all contributions in a secure and responsible manner and ensure accuracy in reporting; work with the Donor Relations Coordinator to reconcile donor information and with the Director of Finance and Operations to reconcile revenue and expenses.
- Assist with administrative and general operations of the school as needed.
- Other duties as requested.

Preferred Qualifications

- Bachelor's Degree in communications, marketing, project management, or equivalent.
- Minimum of four years of professional experience in fundraising, special events, donor engagement and/or marketing, with nonprofit experience strongly preferred.
- Experience creating/designing marketing materials.
- Proficiency in Microsoft office (Word, PowerPoint, Excel), website maintenance (WordPress), auction software (One Cause or Better Unite), and social media platforms, with database management a plus (Raiser's Edge).

Important Skills

- Excellent written and verbal communication skills.
- Strong interpersonal skills with the ability to develop and maintain working relationships with multiple stakeholders including donors, Board members, constituents, and staff, and work collaboratively with a small team.
- Self-motivated; able to work independently with a strong initiative and organizational skills to work on several projects at once.
- Demonstrates an eagerness to learn, assume ownership of tasks, and work enthusiastically to further Rise's development initiatives.
- Demonstrates critical thinking and problem-solving skills and works well under pressure.
- Accepts direction and feedback from supervisor and follows through appropriately.
- Adaptable and able to pivot in response to change.
- Creative with a keen eye for design and attention to detail; able to produce on-brand and eye-catching materials that align with RSOA's overall aesthetic.
- Passionate about Rise's mission for inclusion and able to represent the organization in a professional manner.
- Willingness to perform other duties to support the team and the school as needed.

Physical Requirements

- With the exception of events, this position is mostly sedentary with the majority of time spent working on a computer at a desk.
- Must be willing and able to perform physical work to set up, execute, and break down events, with the ability to stand for extended periods of time, carry, climb, stoop and load/unload various objects up to 30lbs on event days.

Schedule

- Monday-Friday, 8am-4pm with some evening and weekend work required from time to time. Must be willing to work flexible work hours when necessary to execute events and campaigns.

Location

- Offices are located in East Austin. Please note this position will be in-person.

To apply, please email the Director of Development & Marketing, Rachel Parr, at rparr@riseschoolaustin.org. For your application to be considered you must include your resume, three references, and a cover letter that includes why you would be a good fit for this position as well as why you are interested in working with The Rise School of Austin.