



Development and Marketing Specialist

Position Summary

The Cancer Support Community at Gilda's Club Rochester Development and Events Specialist is responsible for the implementation of all logistical components of agency sponsored special events.

The position also functions as the organizational liaison for all community third party events that are scheduled throughout the year.

The manager will interface with Cancer Support Community at Gilda's Club Rochester members, potential members, program staff, volunteers, interns, and partners.

In collaboration with the Director of Development and Marketing, utilize his/her skills to provide support for all marketing and branding initiatives that could include creating social media posts, and working with social media volunteers, creation of program and event flyers, creating website content updates, and developing agency communications and collateral materials as necessary including but not limited to newsletters.

He/she will work collaboratively throughout the organization to ensure that partner and donor engagement efforts are consistent with and supportive of Cancer Support Community at Gilda's Club Rochester overall strategic plan and vision.

This position will require a flexible schedule as evening and weekend hours will be needed to fulfill the position duties.

Primary Duties

- Event planning – coordination of all event (symposiums, gala, golf, etc.) planning and logistics (venue, catering, registration process, creation of online registration pages, auction/raffle).
- Work with Director of Development and Marketing on event run of show, program details and script.
- Function as the organizational liaison to the Cancer Support Community at Gilda's Club Associate Board and assist the board as needed with signature events including marketing support.
- Social Media - creating a posting schedule, creating posts, and working with social media volunteers to implement posts
- Collateral Development (Canva flyers) – creation of flyers, social media posts, etc. to support events and program staff needs working with marketing volunteers as needed.
- Website maintenance – content updates, working with web hosting company on major issues.
- Assist Director of Development and Marketing with the development of agency communications and collateral materials including but not limited to newsletters, brochures, etc.
- Assist Director of Development and Marketing with the drafting and coordination of annual fund direct mail pieces, including appeal letters, reply devices, and donor-centered messaging.

- Manage third party events for the organization which includes the identification, initial engagement, communications, contracting, etc with community partners.
- Write and coordinate content for the annual donor newsletter and other annual fund-related print and digital communications
- Represents CSC at Gilda's Club Rochester as requested by the CEO and the Director of Development and Marketing.
- Demonstrates commitment to the mission and goals of CSC at Gilda's Club Rochester.
- Maintain accurate statistical and database records in accordance with both local and Cancer Support Community at Gilda's Club Rochester policies.

Qualifications

- Associates degree in a human service-related field with five years of paid human service experience or Bachelors' degree in a human service-related field.
- Must possess a current New York State Driver's License and have access to reliable transportation.
- Be available to work flexible hours, including early mornings, evenings, and weekends to ensure adequate staffing during all events
- Have demonstrated organizational and time management skills and be able to manage multiple tasks and events simultaneously.
- Must be able to work well independently as well as be a hands-on collaborator among a small staff team
- Able to lift twenty (20) pounds without assistance
- Ability to track and objectively evaluate results of the signature fundraising events, including third party events
- Be able to solve problems independently.
- Demonstrated sensitivity, understanding and commitment to the Cancer Support Community at Gilda's Club Rochester mission, core values.
- Strong organizational skills and able to multi-task.
- A track record of being an effective communicator, strong oral and written skills and outstanding people skills
- A good listener and problem solver
- Computer literacy in Microsoft Office programs, especially Word and Excel, knowledge of database management programs as well as Canva a plus.

Position Compensation: \$40-\$43K; Full Time hourly Employee

Email Resume to cmurray@cscrochester.org