



Development & Marketing Manager

Founded in 2003, GiGi's Playhouse Inc.'s mission is to change the way the world views Down syndrome and send a global message of acceptance for all. We profoundly change lives through national campaigns, educational programs, and by empowering individuals with Down syndrome, their families, and the community. All programs are free and are therapeutic or educational in nature. Each one of our programs is designed to work on specific skill development, including speech and language, literacy, socialization, and fine and gross motor skills. GiGi's Playhouse has opened over 60 locations across North America and is growing by several locations annually.

Job Description

The Development & Marketing Manager is an extroverted, self-starter who is responsible for implementing the organization's fundraising strategy to increase revenue and public awareness for GiGi's Nashville. This individual is responsible for building relationships that lead to securing donations to contribute to overall development goals and helping to ensure the long-term sustainability of GiGi's Playhouse Nashville. This ideal candidate should excel at fostering relationships with people outside the organization, including donors, prospective donors, volunteers, corporations, foundations, board members, families, and community members/organization.

The Development & Marketing Manager will execute fundraising initiatives along with managing all marketing activities and special event logistics. Responsibilities include but are not limited to donor and prospect relationship management, event planning and management, community outreach and engagement, marketing and communications, and grant administration. All staff members are the face of GiGi's Playhouse and play an essential role representing GiGi's to families, volunteers, donors, and community members. Periodic nights and weekends are required. This position requires this staff member to be on-site in the center during work hours.

Location: Brentwood, TN (Hybrid position)

Reports To: Executive Director of GiGi's Playhouse Nashville

Salary: \$52,000 annually with opportunities for bonuses.

To Apply: <https://app.trinethire.com/companies/294831-gigi-s-playhouse-inc/jobs/107759-development-marketing-manager-gigi-s-playhouse-nashville>

Essential Job Functions:

- **Fund Development – 40%**
 - Supports the execution of the annual development plan and works to achieve and exceed both assigned and organizational fundraising goals. Attends monthly development committee meeting and provides support through taking minutes, managing action items, and handling related correspondence.
 - Manage a donor portfolio and foster relationships with 3rd party partners, corporations, individuals, foundations, community members/organizations, and board members to surpass fundraising goals, continually seeking revenue generation opportunities.
 - Develop, implement, and manage a stewardship strategy for the organization.
 - Manage all aspects of foundation giving, including but not limited to managing grant pipeline, prospecting, research, and writing and submitting grant proposals reports.
 - Attend the national Development calls and respond appropriately to network-wide requirements from the National Office; manage progress against Development SOE (Standards of Execution) with the goal of achieving Center of Excellence level.
 - Assist Executive Director in recruiting and managing the Associate Board of Managers.

- **Special Events – 30%**

- Coordinate aspects of annual fundraising events and activities from planning to execution.
- Actively secure event sponsorships, donations, and in-kind donations.
- Recruit and manage event committees to ensure event logistics are handled and goals are being met.
- In close partnership with the event chair for each event, support and heavily engage with all events, particularly in terms of committee representation, revenue-generation, marketing, securing in-kind donations, volunteer recruitment and management, and overall community engagement.
- Work with committees in establishing and adhering to event budgets, assisting with event preparation, and attending events to assist in set up, implementation, and clean up.
- **Marketing & Communications – 30%**
 - Partner with the Executive Director for the creation and execution of campaigns such as World Down Syndrome Day, Down Syndrome Awareness Month, end of year giving, monthly giving, etc.
 - Create and manage all online fundraising campaigns and cause-related marketing
 - Partner with program and operational staff to provide stories and promotions to be included in marketing channels for local fundraising events, volunteer opportunities, donor recognition, and other awareness-building opportunities.
 - Monitor and update the website to ensure it appropriately reflects the needs of the center, current happenings, and provides a seamless user experience.
 - Maintain GiGi's Playhouse online calendar of programs and events.
 - Create promotional flyers and graphics for events and marketing initiatives.
 - Execute e-newsletters by collecting content and direction from other staff and volunteers, and inserting and formatting into the newsletter tool, send to the appropriate lists.
 - Create social media content and manage all social media channels and engagement.
 - Send out any required new parent celebration packets, marketing materials, sponsor packets, etc.
 - Working with the Executive Director and staff, creates annual report, including writing content, creating graphics and managing the project.
 - Attend national marketing calls and respond appropriately to network-wide requirements from the National Office; manage progress against Marketing SOE (Standards of Execution) with the goal of achieving Center of Excellence level.

Competencies

- **Teamwork**: Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed; Recognizes accomplishments of other team members.
- **Written and oral communication**: Ability to express ideas and thoughts verbally; expresses ideas and thoughts in written form; exhibits good listening and comprehension; keeps others adequately informed; selects and uses appropriate communication methods.
- **Problem Solving**: identifies and resolves problems in a timely manner; gathers and analyzes information skillfully; develops alternative solutions; ability to be creative, open minded and flexible; works well in group problem solving situations; uses reason even when dealing with emotional topics
- **Professionalism**: Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
- **Quality Management**: Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.
- **Planning/Organizing**: Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.
- **Customer Service**: Manages difficult or emotional customer situations; responds promptly to customer needs;

solicits customer feedback to improve service; responds to requests for service and assistance; meets commitments.

- Initiative and Work Ethic: Volunteers readily; Seeks increased responsibilities; Takes independent actions and calculated risks; possesses a strong willingness to work hard and sometimes long hours to get the job done. Has a track record of working hard.
- Technical Skills: Assess own strengths and weaknesses; strives to continuously build knowledge and skills related to technical tools.

Qualifications

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.

- Education and/or Experience: Bachelor's Degree preferred and 3-year minimum experience working in nonprofit fundraising and events, sales, community engagement and/or related field. Demonstrated knowledge of the fundraising process. Marketing and social media experience is a plus.
- Language Skills: Highly articulate with exceptional interpersonal, writing, and editing skills. Ability to motivate support for GiGi's programs. Ability to communicate and collaborate successfully with individuals at all levels. Bilingual in Spanish a plus.
- Computer Skills: To perform this job successfully, an individual should have knowledge of Microsoft Office (Word, Excel, PowerPoint and Outlook). Proficiency in Hootsuite, Canva and social media platforms: Instagram, Twitter, LinkedIn & Facebook. Ability to work proficiently in donor database program.
- Certificates, Licenses, Registrations: Not Applicable
- Physical Demands: Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions. The employee must occasionally lift and/or move up to 50 pounds.
- Work Environment: Demonstrated commitment to fostering and maintaining an environment of diversity, inclusion, and belonging. This role requires extensive community engagement, phone calls, and in-person meetings both inside and outside of the center. Local travel will be required. This role requires you to attend GiGi's special events, community/service fairs, and the annual national conference held in Chicago. All travel will be reimbursed. Must have a valid driver's license.

GiGi's Playhouse Core Values: GiGi's challenges all staff and volunteers to embody the following core values:

- Enthusiasm: Bringing positive, high energy to our work
- Best of All: Always looking to improve in all that we do. Challenge yourself every day.
- Get It Done: Making things happen and blasting through barriers when needed; figure it out together.
- Believe: Believe in ourselves, believe in our mission, believe we can achieve all that we set out to achieve
- Locally Concerned, Enterprise Minded: To best serve our local communities, we share best practices and have the humility to leverage the collective learnings from across the GiGi's network.

The duties listed in this job description may not be inclusive of all requirements of this position. Other duties may be assigned by your supervisor.

ACKNOWLEDGED:

Employee Signature

Date

Print Name