

Job Title: Marketing and Development Manager

FLSA Status: Exempt

Job Status: Full time

\$33,000 - \$35,000

Job Responsibilities: The Marketing and Events Manager is responsible for marketing, outreach, events management, data collection and translation. The Marketing and Events Manager is a leadership role that works collaboratively with the Platform Program Manager and reports directly to the Executive Director. Through this role's many duties, the Marketing and Events Manager is charged to ensure Assemble is an open and welcoming place for our Garfield community while expanding our reach and relationships with potential supporters and donors to build and expand Assemble's capacity to fulfill its mission and vision.

To Apply: Interested applicants should submit a resume, 3 references (including your most recent supervisor), copies of all required clearances, and a letter of interest to jobs@assemblepgh.org by 11:59 pm, EST May 28, 2019. No phone calls, please. Please send questions to nina@assemblepgh.org.

Job Duties and Expectations:

55% — Marketing and Audience Building:

- Institutional Marketing
 - Coordinating marketing efforts for all fundraisers and attends Events Committee meetings
 - Collaborate with Executive Director for donor development and messaging
 - Build visual communication tools and assets such as graphics from collected data
 - Represent Assemble and participate in Remake Learning, APOST, and other network meetings as needed
 - Develop and manage marketing strategy responsive to Assemble's needs and means
 - Work with our donor database Capsule CRM
 - Recruit opportunities for Assemble to attend events in the Garfield, Learning Tech, Art, and Non-profit community
- Programmatic Marketing
 - Create and distribute all digital and physical marketing materials for programs and in-house events
 - Write and distribute press releases and press kit
 - Continue building relationships through interaction with families and neighbors by being your personable, authentic self
 - Collaborate with the Platform Program Manager to organize recruitment events for programs
 - Manage the collection of qualitative documentation
- Manage and recruit marketing and outreach interns

20% — Registrar for Program Participants

- Manage the collection of participant data and attendance
- Update and maintain our Access Database for our participant information
 - Submit and manage attendance to Pittsburgh Public Schools (PPS) Out of School time office

20% — Events and Facilities Management

- Manage Assemble event space calendar
- Manage staff associated with events, marketing, and outreach
- Ensure a clean and organized space
- Coordinates special events and pilot projects in Assemble's space
- Manage the process to recruit, manage, and track volunteers and interns for fundraisers, programs, and events

5% — Attending relevant professional development

Job Qualifications:

- **Education and Experience**

- Bachelor's degree preferred, or equivalent work experience in a non-profit setting
- Management/supervisory experience in dynamic circumstances
- Graphic design
- Donor relations and fundraising events
- Experience working and prior relationships with the Garfield community strongly preferred

- **Skills**

- Adaptability
 - Must be able to adapt to flexible work hours, evolving program priorities, versatile physical environment
 - Ability to manage multiple projects and deadlines simultaneously
- Independence
 - Ability to manage their own time
 - Ability to be professional and personable
- Technical Knowledge
 - Outreach: Wordpress, Eventbrite, MailChimp, Instagram, Facebook, Twitter, and social media
 - Donor Relations: Experience with managing databases or CRM such as Access and Capsule
 - Professional: Competent with Microsoft Office Suite, Google Suite, Email, and Drive
 - Graphic Design: Competent with Adobe Creative Suite
- Communication
 - Knowledge of Assemble's mission, vision, and values
 - Ability and skills to communicate with a range of people from children, teens, parents, potential funders, donors, and board members
 - Excellent written, verbal, and nonverbal communication skills including the ability and knowledge on how to check and communicate through email
 - Mediation and collaboration
 - Ability to collect and analyze data and create evidence-based communications/materials
- Managerial
 - Ability to manage and supervise staff and/or interns
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- Personal
 - Significant analytical ability
 - High degree of attention to detail
 - Understanding of process-based projects

- STEAM education enthusiasm and knowledge
- Strong desire and ability to learn and share knowledge
- Must have valid driver's license and reliable transportation
- Must have current clearances for PA Child Abuse, PA Criminal Record, FBI PA Department of Education Clearance, and Mandated Reporter Certificate
- Ability to lift 25 lbs

Assemble, Inc. provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws. Assemble expressly prohibits any form of unlawful employee harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of Assemble's employees to perform their expected job duties is absolutely not tolerated.