

JOB POSTING: Fundraising and Marketing Manager

Job Description

Every Dog is looking for a passionate, effective Fundraising and Marketing Manager who's ready to use their strong storytelling skills to help more people and dogs.

The Manager is excited to create strategies and make them happen, excelling in managing multiple projects simultaneously. We're looking for someone who loves wearing multiple hats and loves being at the intersection of fundraising, marketing, and communications.

This role prioritizes written storytelling, relationship building, and a deep understanding of community centric fundraising. The Manager has huge opportunities to grow a fundraising and marketing program from the ground up, always focusing on the "why" behind any project.

Responsibilities

Digital Fundraising and Marketing

- Lead the content development, including the strategy, research and writing, for all fundraising- and stewardship-focused communications projects and materials.
- Plan and execute digital marketing campaigns
- Design strategies that focus on amplifying content (on relevant social channels) to the right audiences to achieve specific engagement goals
- Gather photo and video content that motivates donors, clients, and the public
- Create/design on-brand marketing collateral and graphics (fundraising campaigns, flyers, social media graphics, email marketing, etc)
- Incorporate diversity, equity, and inclusion into all aspects of fundraising, marketing, and design work

Strategy and Analysis

- Work with the Executive Director to create a comprehensive fundraising and marketing plan, calendar, and budget for fundraising and marketing
- Stay informed on fundraising trends and best practices, to assist in creating budgets and campaign goals.
- Analyze and report on key individual giving metrics monthly/annually in order to assess the effectiveness of giving activities and enhance fundraising results
- Work to meet or exceed fundraising and marketing goals/targets on a monthly basis, providing regular reporting to the ED
- Consistently consider Every Dog's audiences and find ways to reach them (and ask them for input)

Donor Management and Stewardship

- Take the lead on donor stewardship, from updating and managing the donor database, to communicating with prospective and existing donors, to ensuring purposeful stewardship for all donors
- Develop strategies to increase donor attraction and retention, and put those strategies into practice
- Interview people for stories and ask permission for use of photos, including members of the public, staff, volunteers, clients, etc
- Conduct donor prospect identification and research

Branding and Brand Awareness

- Develop and execute outreach strategies to build brand awareness
- Improve Every Dog's brand through SEO, website development, and written and graphic materials as needed

Other/ As Needed

- Create and update content for the website (blogs, page updates, etc) and special projects
- Work with partner organizations to help increase brand awareness
- Contribute to the success of internal and external events, including attending or planning events
- Create press releases and respond to media inquiries
- Assist with grant-writing as needed
- Hire and manage fundraising/communications volunteers or interns

Qualifications

Who We're Looking For

- A true passion for ethical fundraising and storytelling and a core value of equity and inclusion
- You're great at working with people and can meet them where they are. This includes a strong emphasis on inclusivity and accessibility, and a dedication to non-judgment
- You thrive when working with a team, including staff, board, volunteers, and other stakeholders; but are also comfortable working independently with limited guidance
- A collaborative self-starter with strong time-management skills, research and problem-solving skills
- A strong sense of purpose, goals, audience, and a passion for tracking ROI

- The ability to think creatively, out of the box, and strategically to create and execute plans
- You're confident in your own decision-making abilities and can both take direction and also create new strategies
- You're detail oriented and able to prioritize time-sensitive projects and tasks. Self-motivated to complete tasks on time and flawlessly, take initiative, and to reach for excellence, with the ability to understand and execute complex instructions
- You excel at working at the intersection of fundraising, marketing, engagement, and communications, and thinks it's fun to blend them together for good
- Adaptable/flexible to change, maintaining a positive and "Yes" attitude even when under pressure
- You're great at talking to people, whether in a sales role, outreach capacity, or building partnerships

Experience and Skills

- Excellent interpersonal, verbal and written communication skills. Particularly, the ability to write compelling campaigns that pull at heartstrings and motivate people to take action. A flair for persuasive, powerful, succinct writing is essential
- Demonstrated ability to successfully manage multiple projects and tasks with relatively few resources
- Firm understanding of performance measurement and ability to understand and collect relevant program data for proposals and reports.
- At least 4 years of experience in fundraising and/or marketing for nonprofit organizations
- Demonstrated ability to create strong written content for social media or digital campaigns that appeals to target audiences and organizational goals
- A high degree of proficiency in computer applications, including Google Suite, Microsoft Suite, Canva, Meta, LinkedIn, YouTube, Google Adwords and Analytics, and fundraising/donation management software
- Knowledge of the fundraising/nonprofit landscape in Austin
- Knowledge of digital photography/videography preferred, smart phone or camera
- Graphic design (including basic ability to use Canva or similar) preferred
- Events experience preferred
- Grant writing experience preferred
- Experience with Wix a plus
- Bilingual (Spanish) highly preferred

Note: we know this job description includes a wide skill set and broad range of responsibilities. If you don't meet all criteria or have skills/expertise in all areas, please



apply anyway! We are passionate about finding a great fit for the organization, and understand that most applicants will have skills in some areas but not others.

Pay, Benefits, and Schedule

Pay

This is a salaried exempt W-2 position paid at \$55,000 per year.
(Note: we do not negotiate salaries, in order to ensure pay equity for all staff)

Benefits

- Professional development: \$250/year for continuing education. This is a great opportunity to learn about dog training and gain some experience.
- Financial: 401k plan, free group dog training class annually (up to \$250), discounts on merchandise and retail.
- \$300 monthly Health Reimbursement Account for health insurance
- Time off: 4 weeks (160 hours) of paid time off, 7 paid holidays (Jan 1st, July 4th, Thanksgiving, Day After Thanksgiving, Christmas Eve, Christmas Day, New Year's Eve), unlimited sick days

Schedule/Location

- The Fundraising and Marketing Manager must live in the Austin area in order to attend occasional in-person events and to be on-site to collect photo and video content
- This is a hybrid role. You will be expected to work some hours on-site on a weekly basis, to be determined with your manager.
- The Manager will be expected to work at least two weekend days per month as well as some evenings

Commitment to DEI

At Every Dog, we are committed to diversity, equity, and inclusion in all we do. We actively incorporate DEI into our work and strive to create a welcoming environment for all community members and staff.

How to Apply

Please submit a resume and cover letter, including the following:

- Why Every Dog?
- How do your skills and experience align with the job description?



Applications without cover letters will not be considered.

Application Process

After an initial review of applicant materials, the hiring process may involve:

- Submission of work samples (including social media or email campaigns, graphic design work, written product, etc) or brief writing exercises
- Virtual interview (30-45 minutes)
- Virtual panel interview (1 hr) with up to 4 members of the Every Dog team
- In person interview and tour of facility (1hr)

About Every Dog

Every Dog Behavior and Training is a 5-year-old nonprofit dedicated to making dog training and behavior resources inclusive and accessible to the Austin community. Our certified trainers and behavior consultants offer group classes and private training throughout the area.

At Every Dog, we prioritize meeting people where they are. Our non-judgmental, inclusive approach reflects our commitment to diversity, equity, and inclusion (DEI), fostering a welcoming environment for all.

Equal Opportunity Statement

Every Dog is an Equal Opportunity Employer and does not discriminate based on race, color, religion, national origin, gender, sexual orientation, age, ability, or any other protected characteristic. We strive to reflect the diverse communities we serve.