

Reports to: Director of Public Relations and Development
Position Status: Regular, Full-time
FLSA Status: Exempt
Prepared by: BR
Revision Date: September 2022

Job Summary

The Grants and Marketing Manager provides expertise and support to the Director of Public Relations and Development to design, develop, and reach grant goals and objectives. This person effectively communicates the mission of the organization, and understands the importance of close interaction and teamwork among all members of the organization. This position represents the organization externally in ways that foster the best possible relations with granting agencies and ensures that the pursuit of grant and support opportunities align with the strategic direction and objectives of the Council. The Grants and Marketing Manager is responsible for developing and maintaining an awareness and image among all constituents of the Girl Scout movement through multiple media outlets.

Essential Duties and Responsibilities

Grants

- Understand the history, structure, objectives, programs and financial needs of the organization
- Research grant opportunities from appropriate entities
- Identifies and monitors the organizations funding needs in collaboration with multiple departments
- Develop, draft, and submit grant proposals and supporting documents based on funding requirements of the organization
- Develops processes and procedures for grant writing best practices
- Respond to internal and external queries on submitted proposals
- Maintain positive relationships with fund providers and other stakeholders
- Maintain records and data related to grant opportunities

Marketing

- Collaborate cross-departmentally to monitor and identify marketing needs of the organization
- Initiates and oversees external marketing and communication efforts working closely with all departments
- Enhances community partnerships, and media relations. Acts as a community liaison, ensuring visibility and positioning the council as an expert on girls' growth and development
- Obtain member testimonials through personal interviews for distribution through multiple media outlets

- Manages GSMW's branding (name, log, and images); ensures all publications comply with GSUSA's branding guidelines, are aesthetically pleasing, and visually consistent throughout messaging communications
- Develops the council's external marketing and communication's plan and launches marketing, communications and development initiatives
- Create marketing strategies and campaigns
- Develops processes and procedures for the marketing and communications department
- Assists with creating/writing collateral, including but not limited to press releases, reports, brochures, website, and social media messages
- Assists with fund development planning, activities, events, and collateral
- Provides input and oversight to all marketing material design and publications
- Serves as a council spokesperson representing Girl Scouts of Montana and Wyoming in presentations and events as requested
- Other duties as assigned

Supervisory Duties

This position has no supervisory responsibilities.

Experience/Education

- Bachelor's Degree with a focus on communications, advertising, or marketing; three to five years' experience or the equivalent combination of education and experience.
- One to three years previous grant writing experience
- Strong working knowledge of Microsoft Office Suite
- Knowledge of Adobe Design Premium (InDesign, Illustrator, Photoshop) helpful
- Valid driver's license
- Previous non-profit experience preferred

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Possess excellent people skills
- Excellent judgment, with the ability to work independently, plan, organize and manage multiple projects and deadlines in a timely order
- Excellent interpersonal and communication skills
- Excellent oral and written communication skills
- Detail oriented and works with a high degree of accuracy
- Able to operate effectively in a fluid and changing work environment
- Highly organized and flexible
- Willing to take on multiple tasks, both big and small
- Self-starter and able to complete projects with limited supervision
- Proactive thinker with ability to spot problems before they arise

WORKING CONDITIONS

Physical Demands

- Frequent sitting, standing and walking
- Use of fingers, hands and arms
- Reaching, bending, stooping
- Extended work with computer
- Lifting up to 25 lbs.
- Work in a modern office environment with moderate noise levels.

Environmental Conditions, Sensory, and Mental Demands

The incumbent is located in a busy, open area office. The incumbent is faced with constant interruptions and must meet with others on a regular basis. The incumbent must spend long hours in intense concentration. The incumbent must also spend long hours on the computer. There are a number of deadlines associated with this position, which may cause stress. The incumbent must also deal with a wide variety of people on various issues.

Safety

GSMW will provide safe working conditions for each employee. In return, GSMW expects each employee to recognize their obligation to conduct themselves with regard not only for their own safety, but also for the safety of their fellow employees/volunteers. Employee is expected to follow safety rules and procedures, including those specific to their position. Employee is expected to attend and participate in safety meetings or training, when required, and report unsafe circumstances to their supervisor or other specified individual. Employee shall perform all safety duties specific to their position.

Nothing in this position description restricts management's right to assign or reassign duties and responsibilities to this job at any time. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The information contained in this job description is intended to outline the general nature and scope of work being performed by an employee assigned to this position. It is not intended to be construed as a contract, or as an exhaustive list of all responsibilities, duties and capabilities required of a person employed in this capacity.

I have read and received a copy of this job description.

Employee Signature/Date

Supervisor Signature/Date