



Hopi Education Endowment Fund Marketing/Special Events Manager Position Description

OVERVIEW:

The role of the Marketing/Special Events Manager (MSEM) is provide professional services to the Hopi Education Endowment Fund (HEEF) primarily in the areas of marketing the HEEF brand, external communication and development/coordination of special events designed to promote and increase the Fund. Reporting to the Executive Director, the MSEM, will be a highly organized and responsible staff member acting as a key player in a small office environment.

DUTIES & RESPONSIBILITIES

Working collaboratively as a team with the Executive Director, the HEEF staff, and Board Members the Marketing and Special Events Manager is responsible for the following activities:

Development:

- Identify, propose and implement opportunities for the HEEF to increase revenue and maximize participation of Board Members in special events, fundraising campaigns and projects.
- Work closely with the HEEF Resource Development, Program and Ad Hoc Committees to develop, promote and implement fundraising special events, campaigns and projects.
- Develop and implement marketing strategies to solicit and garner donations for the HEEF campaigns and special events.
- Produce marketing material specific to campaigns i.e. letter, envelopes, holiday card, brochures, promotional cards, promotional images (for electronic transmission), etc.
- Develop, design and implement direct mail and annual appeal campaigns for fundraising purposes.
- Work with the HEEF staff to identify, develop and use specific marketing materials to garner sponsorships, and donations.
- Utilize technology and social media to enhance and promote fundraising activities to increase the HEEF fund.

Special Events/Logistics/Partnerships:

- Works with staff to create special events that increase the engagement and sponsorship of donors and prospects.

- Mobilize the HEEF staff, Board Members, committees, volunteers and others to assist with marketing, fundraising and special events.
- Develop and provide logistical information, contacts and plans for HEEF events.
- Develop partnerships and work with third party vendors for best pricing on promotional materials, supplies and equipment for development campaigns, and special events.
- Develop and use timelines, deadlines and prepare reports on outcomes of special events.
- Develop and host at minimum one annual event on behalf of the HEEF that raises funds, awareness of the HEEF's mission and provides opportunity for engagement with Board Members, donors, volunteers, sponsors, students and community members.

Promotion/Outreach/External Communication:

- Raise awareness of HEEF by generating and maximizing marketing and public relations opportunities.
- Produce public relations material such as press releases, brochures, quarterly newsletter, advertisement material, public service announcements, etc.
- Design and produce marketing and promotional materials as needed i.e. pens, water bottles, cups, shirts, etc.
- Utilize radio, email and social media platforms to promote the HEEF campaigns, events and projects.
- Develop partnerships for outreach events and the promotion of the HEEF mission and brand.
- Develop partnerships with press to advocate on behalf of the HEEF
- Host donors, guests and other visitors to the HEEF by providing special tours of the Hopi communities and providing historical and current information about the Hopi communities.
- Develop material (photo, art, video) for use in promotional material, archive

Committees:

- Serves as the key staff member assigned to work with the Nomination Committee to develop and implement processes and strategically aligned timelines, for new member recruitment as well as other Committee duties.
- Works collaboratively with the Resource Development Committee and HEEF staff to develop and implement strategically aligned campaigns, events and processes to generate revenue and awareness for the HEEF on a yearly basis.
- Work with Special and Ad Hoc committees to develop, implement and host special events or complete work on behalf of the HEEF i.e. Art Sale Committee.
- Work with various committees to review, revise and develop policies, by-laws and prepare reports for Board review and approval.

Technology:

- Develop and oversee the design and implementation of the HEEF website.
- Continually update the HEEF website as needed using current web development tools.
- Monitors and implements social media tools including but not limited to Facebook, Twitter and internet Marketing activities for the promotion and marketing of the HEEF events, campaigns and news.
- Utilize web trends using customer feedback to improve website functionality with the goal of increasing website visits and customer satisfaction.
- Implement E-Commerce aspect on the HEEF website.
- Stays abreast of trends in new media.
- Maintain, update and troubleshoot the HEEF office equipment including computers, printers and other equipment.
- Identify and provide Executive Director with options and recommendations when upgrades of office technology are needed.
- Maintain and ensure security of various online HEEF accounts including: web host access, social media sites, online donations and other accounts that the HEEF utilizes in daily office functions.

Reporting:

- Work with the Executive Director and the HEEF staff to design, compile and present the Annual Report to the Hopi Tribal council.
- Work with the Executive Director and the HEEF staff to conduct outreach sessions that present information on the HEEF to various constituencies.
- Develop and work with the HEEF staff to compile reports for the HEEF Executive Committee on a quarterly basis.

Budget:

- Work with the Executive Director and staff in the development of yearly marketing budget.
- Work with the Executive Director and staff to develop budgets for special events.
- Ensure all expenses related to marketing and special events are kept within budget.

Other Duties as Assigned:

This job description is intended to capture the uniqueness of the duties and responsibilities of the position. It is not intended to be an all-inclusive list of every task the incumbent may be asked to carry out. Other duties may be assigned from time to time that differ from the responsibilities listed here.

KNOWLEDGE, SKILLS AND ABILITIES

- Solid understanding of Non-Profit management and fundraising concepts.

- Knowledge of data gathering and data management techniques such as library research or files analysis, to obtain technical and administrative materials for the HEEF use.
- Experience with direct mail campaigns for fund raising purposes.
- Proficient in Windows environment, including Microsoft Word, Outlook, Excel, and Power Point.
- Proficient with current graphic design programs including: Adobe In Design, Photoshop, Illustrator, Dreamweaver, etc.
- Proficient in development of web content over different platforms.

MINIMUM QUALIFICATIONS:

The Marketing and Special Events Manager should have the following minimum experience, and education:

A Baccalaureate Degree in Communications, Marketing, Public Relations or related fields and 2 or more years of experience in the Marketing and Special Events field OR any equivalent combination of education, training and experience, that demonstrates the ability to perform the duties of the position.

REQUIRED SKILLS AND ABILITIES

- Excellent analytical and problem-solving skills.
- Demonstrate effective verbal and written communication skills, including excellent public speaking skills to represent the HEEF to multiple constituencies and the general public.
- Exceptional organizational skills with the ability to prioritize multiple activities and responsibilities to achieve program deadlines in a timely manner.
- Ability to work independently on multiple project deadlines, as well as collaboratively in a small office as a team player.
- Ability to follow through on oral and written instructions.
- Success working in partnership with a non-profit board and staff of diverse personalities and talent.

PERSONAL CHARACTERISTICS

- Commitment to the HEEF's values, mission, goals and programs.
- Vision and passion of the HEEF's goals and Mission that translates into action.
- Possess Intelligence, creativity and inspiration, to anticipate, conceive, express and create opportunities to extend mission purpose.
- Independent and self-confident to act decisively on behalf of the HEEF.
- A team player who is can inspire collaboration, demonstrate partnership and maintain flexibility among staff, board members and general public.

- Consistent and straightforward in communicating with HEEF staff, Board, donors, volunteers, and general public, with the ability to share information and listen.
- Respectful of the abilities ideas, opinions, skills, knowledge of the HEEF staff, Board, donors, volunteers, and general public.
- Understands the importance of and exhibits skills in Customer Service toward all members, staff, visitors, donors and general public of the HEEF.
- Demonstrate Professional attitude, appearance, and demeanor in accordance with Hopi Tribal employment guidelines.
- Willingness to learn new techniques and implement ideas for the benefit of the HEEF to achieve and assist in meeting mission goals.

NECESSARY REQUIREMENTS

1. Possess a valid Arizona driver's license
2. Upon employment complete the Hopi 3D Defensive Driving course.
3. Moderate on and off Hopi reservation travel.

DESIRED REQUIREMENTS

1. Speak and understand the Hopi language.
2. Knowledge of Hopi/Tewa culture, history and government.

PREFERENCES

Applicants will receive consideration within the context of Hopi and Veterans preference hiring policies.

SALARY

Negotiable based on education and experience.

APPROVED BY:



Executive Director
Hopi Education Endowment Fund

Date: October 20, 2014