Hopi Education Endowment Fund

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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) in the areas of marketing the HEEF brand, external communication and PLANNING/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, Resource Development Manager, Office Manager, and Board Members, the duties of this position requires one to administer their responsibilities independently while providing leadership in implementing the execution of various projects. The MSEM position will have strong communication and team work skills and must be able to function well with limited guidance. Lastly, the MSEM will have a talent in design and graphics creation, as all visual items will be created under this position. The MSEM is responsible for the following activities:

Development:

- Work to enhance the current activities of the HEEF fundraising campaigns by working with HEEF staff to identify and propose new ideas to maximize each campaign.
- 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, Marketing & Communications and Ad Hoc Committees to develop, promote and implement fundraising special events, campaigns and projects.
- Work closely with the Marketing/Communications Committee to develop a calendar of proposed communications.

- Produce electronic and hard copy marketing material specific to campaigns i.e. appeal letters, envelopes, holiday card, brochures, promotional cards, promotional images 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, donations, direct mail, annual giving appeals, major gifts and planned gifts, etc.
- 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 products 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 HEEF donors, guests and other visitors by providing special tours of the Hopi communities that include historical and current information about the Hopi communities.

Committees:

- Serves as the key staff member assigned to work with the Marketing and Communications Committee (MCC).
- 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 as assigned to review, revise and develop policies, by-laws and prepare reports for Board review and approval.

Technology:

- Oversee the design and updates of the HEEF website.
- 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 and monitor the E-Commerce aspect on the HEEF website.
- Maintain, update and troubleshoot the HEEF office equipment including computers, printers and other equipment.

- 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.

Reporting:

- Work with the Executive Director and the HEEF staff to design, compile and present the Annual Report to the Hopi Tribal council.
- 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

- Proficient with a current graphic design program, which may include: Adobe InDesign, Photoshop, Illustrator, or CorelDraw.
- Proficient in website management systems, such as Dreamweaver or Squarespace, etc.
- Proficient in Windows environment, including Microsoft Word, Excel and Power Point.
- Flexibility in learning new technology systems for marketing purposes, such as constant contact, survey monkey, doodle poll.

- Solid understanding of Non-Profit management and fundraising concepts.
- Knowledge of data gathering and data management.
- Experience with direct mail campaigns and printing for fund raising purposes.

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 skills, including excellent public speaking skills to represent the HEEF to multiple constituencies and the general public.
- Must possess effective written communication skills.
- 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.
- Ability to effectively facilitate and coordinate Committee meetings.
- 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.
- 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.
4. Knowledge of Hopi/Tewa culture, history and government.

WORKSITE

1. Negotiable, but employee must be able to work on site at the HEEF office in Kykotsmovi, AZ at least a minimum three days per week.

DESIRED REQUIREMENTS

1. Speak and understand the Hopi language.

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: November 13, 2015