



## **Job Posting: Development & Marketing Manager**

May 2019

### **About Hartford Performs:**

Hartford Performs is an independent, nonprofit, arts-education. Our mission is to connect all Hartford Public School students to quality arts experiences that advance student learning and deepen engagement in community. We bring teaching artists into classrooms and students out to the region's cultural venues to give students creative new entry points into school curriculum. This school year, we will deliver about 3,000 program hours to more than 13,000 students in all 30 of Hartford's PreK-Grade 8 schools. We also provide professional-learning workshops to Hartford's teachers and the independent teaching artists who deliver our programs.

Hartford Performs produces a great deal of programming with a very small and dedicated staff. All employees are true believers in the mission, and have a strong team mentality and exceptional organizational, time-management and communication skills.

### **About the Development & Marketing Manager position:**

This is a full-time (40 hours per week), exempt position, reporting to the Executive Director. The Development & Marketing Manager serves as Hartford Performs' lead storyteller to a variety of audiences. This position plays a key role in securing the funding we need to fulfill our strategic goals, while building support for Hartford Performs among educators, donors, artists, policymakers, community members and other stakeholders.

### **Key Responsibilities:**

- Research opportunities for mission-related funding at the local, state and national levels to build and diversify the organization's revenue streams.
- Maintain a detailed grants calendar, including deadlines for proposal submission and grant reporting.
- Draft grant proposals, prepare and organize all supplemental materials, and submit proposals on time and in the proper format.
- Ensure compliance with grant requirements.
- Prepare timely and effective grant reports, including narrative and budget sections, and all required supplemental materials.
- Work with the Executive Director to build an individual giving program.
- Ensure proper hygiene, accuracy and usability of client relationship database.
- Develop and implement communications and marketing plans to increase brand awareness, positive media coverage and outreach efforts.
- Maintain a lively, informative and compelling social media presence.
- Develop stories, e-newsletters, and a variety of communication materials to keep our constituencies informed and make the case for support.
- Maintain and enhance Hartford Performs' website.

**Position Requirements:**

- Minimum 2-3 years of direct fundraising and/or marketing experience (preferably both).
- Outstanding communication skills, both written and verbal.
- Superior ability to write for specific audiences across a wide variety of formats, from highly detailed grant applications to tweets.
- Demonstrated success in meeting short- and long-term fundraising and communication goals.
- Experience with a wide range of communication platforms.
- Exceptional organizational and time-management skills.
- Enthusiasm for working collaboratively with a dedicated team, while having the initiative to complete projects independently when needed.
- Proven ability to work in a fast-paced environment, juggling multiple priorities with skill and good humor.
- An understanding of the arts' value to children's education and to the broader community.
- Experience in education-oriented organizations would be extremely helpful.
- Good research skills and the intellectual curiosity to keep current and explore innovative approaches.
- Strong proficiency in Microsoft Office suite, preferably on a PC platform.
- Facility with website publishing.
- Bachelor's Degree.

**The following additional skills would be helpful:**

- Proficiency with client relationship database.
- Experience in basic HTML coding.
- Aptitude for graphic design, photography and video editing.
- Ability to run reports using accounting software and prepare project budgets.

Occasional overtime is required. Our goal is that all Hartford Performs employees see themselves as part of a flexible team whose success depends on the commitment of each member. Assistance with events (including those held on evenings and weekends) is expected of all team members.

Qualified applicants will go through an interview process, on-site writing exercise, and must successfully complete a background check.

Competitive nonprofit salary and benefits package.

**To apply:**

Submit a cover letter, résumé, one or two writing samples, and salary expectations to [HR@HartfordPerforms.org](mailto:HR@HartfordPerforms.org) and reference "**Development & Marketing Manager**" in the subject line. Incomplete applications will not be considered. No phone calls, please.

Hartford Performs is an Equal Opportunity Employer