

DEVELOPMENT/MARKETING MANAGER

DEPARTMENT : **CULTURE & ARTS**
SALARY :
FLSA : **NON-EXEMPT**
CIVIL SERVICE : **INCLUDED**
BARGAINING UNIT : **NON-BARGAINING**

GENERAL STATEMENT OF DUTIES

Professional position responsible for strategizing, creating, implementing and managing all development, marketing and public relations activities for the Waterloo Center for the Arts. The work is performed under the general direction of the Culture & Arts Director, but considerable leeway is granted for the exercise of independent judgment and initiative. May assist in supervising interns and volunteers.

EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)

These functions are considered essential for successful performance in this job classification.

Marketing

1. Works with Marketing Committee to set goals.
2. Develops and implements a marketing plan to promote all Art Center programs, exhibits, events and the Youth Pavilion.
3. Develops timelines and deadlines for the annual marketing calendar and communicates this information to the appropriate staff.
4. Develops and manages the annual marketing/public relations budget.
5. Oversees marketing and public relations for annual fundraisers.
6. Oversees media relations.
7. Supervises the writing of and/or writes all promotional materials; edits all materials.
8. Works with appropriate staff to identify audiences for direct mail including Art Center past users and other relevant lists.
9. Works with appropriate staff and vendors to ensure timely delivery of all direct mail.
10. Maintains archives of printed and electronic promotional materials.

11. Researches/identifies grants and other funding sources to support marketing plans.
12. Works with Digital Arts Manager to maintain the WCA brand in all marketing efforts.
13. Manages all online branding efforts through WCA and Youth Pavilion websites, digital marquee, social media, email blasts and other forms of communication.

Development

1. Manages grant writing and research, building foundation and corporate resources and relations and all fundraising efforts.
2. Plans and implements the annual campaign.
3. Plans and implements promotion of weekday and evening room rentals.
4. Plans and implements a program to secure corporate support for exhibitions and programs.
5. Works with staff to develop and implement strategies to communicate with current and new patrons.
6. Recruits and maintains relations with in-kind sponsors, including media and other agencies.
7. Plans and implements donor recognition.

8. Oversees the integrated membership program, including recruitment, retention and recognition.

Miscellaneous

1. May supervise volunteers and interns, as assigned.
2. Takes an active role in the community to develop relationships and keep WCA programs visible.
3. Uses a variety of software including Microsoft Office, Access, In Design, Photoshop and Illustrator.
4. Participates in strategy and planning related to Center for the Arts programs and activities.
5. Attends training sessions related to marketing and public relations and remains informed on new or innovative methods.
6. Participates in Center for the Arts meetings, training and other activities as required by Culture & Arts Director.
7. Compiles data, prepares reports, performs data entry and completes forms on personal computer using the applicable software.
8. May assist with other Center for the Arts programs and activities as needed.
9. Communicates with and maintains effective working relationships with coworkers, supervisors, Board members, donors, the media, volunteers and patrons.
10. Works independently and with others with minimum supervision.
11. Attends work regularly at the designated place and time.
12. Performs all work duties and activities in accordance with City policies, procedures and City, OSHA and Center for the Arts safety rules and regulations.
13. Performs all other related duties as assigned.

REQUIRED KNOWLEDGE & ABILITIES

1. Knowledge of and proficiency with personal computers, fundraising software, In Design, Photoshop and Illustrator.
2. Ability to learn specialized software necessary to perform required job responsibilities.
3. Ability to plan, organize and carry out all activities necessary to complete individual job assignments in a timely and efficient manner.
4. Ability to manage several projects and variety of timelines and deadlines concurrently.
5. Ability to use creativity, independent judgment and self-motivation to formulate innovative ideas or to solve problems as they apply to Center for the Arts marketing and public relations projects.
6. Demonstrates expertise in grant writing and/or creative writing projects (must submit samples of writing).
7. Ability to present materials and information in good report form.
8. Ability to work independently or as a member of a team with minimum supervision.
9. Ability to communicate effectively orally and in writing, give recommendations and respond to questions from patrons, the media, Board members, donors, volunteers and coworkers tactfully and in a clear, concise and easily understandable manner.
10. Ability to establish and maintain effective working relationships with other City employees and supervisors.
11. Ability to work with people from a broad variety of social, economic, racial, ethnic, cultural and educational backgrounds.

ACCEPTABLE EXPERIENCE & TRAINING

1. Bachelors Degree in communications or closely related field from an accredited college or university with minimum three

years successful experience in development and fundraising and in developing and implementing marketing and public relations plans and calendars

OR

Any equivalent combination of education and experience that provides the knowledge, skills and abilities necessary to perform the work.

2. Work experience must be verifiable with an educational, cultural or other agency or business.
3. Prefer non-profit experience and experience working with a board of directors.
4. If operating a City vehicle, Iowa Driver's License and good driving record based on the City of Waterloo driver performance criteria. A candidate with any of the following will automatically eliminate a candidate from operating a City vehicle: loss of license, plea of guilty, plea of no contest or its equivalent or conviction for OWI, reckless driving or other major moving violation within the previous five years; four or more citations for moving violations within the previous three-year period, excluding speeding violations of 10 mph or less over the posted speed limit; three or more citations for moving violations within the previous one-year period. After appointment to the position, the following will be reviewed to determine whether the employee will be allowed to continue operating a City vehicle: four or more citations for moving violations within a three year period or three or more citations for moving violations within a one year period will be reviewed on a case-by-case basis and may result in revocation of employee driving privileges with a City vehicle. Two or more at-fault accidents within a three-year period while driving a City vehicle may result in revocation of employee driving privileges with a City vehicle. An applicant's driving record will be reviewed prior to an offer of employment and at least annually after hire.

ESSENTIAL PHYSICAL ABILITIES

The following physical abilities are required with or without accommodation.

1. Sufficient mobility to move physically within the Center for the Arts building and attend meetings or other activities at various City and community facilities.
2. Sufficient speech and hearing that permits the employee to respond to questions from coworkers, patrons, the media, donors and board members in person or on the telephone and make oral presentations.
3. Sufficient vision and manual dexterity that permits the employee to operate a personal computer, handle files and perform other administrative and technical duties.

MISCELLANEOUS

1. The City of Waterloo will conduct a background investigation including employment and criminal history checks on any applicant being considered for this position .
2. Following a conditional offer of employment, the City of Waterloo reserves the right to require a physical examination, including a drug test, by a physician of the City's choice to determine if an applicant is capable of performing the essential functions of the position.
3. Must submit to Civil Service examination procedures including a panel interview

WORK SCHEDULE

Generally 8:00 a.m. to 5:00 p.m. Monday through Friday with one hour unpaid lunch. Must also be available for Center for the Arts or other City activities or meetings that require the attendance of the Development/Marketing Manager. Occasional weekend hours. No overtime.