

# RIDE CONNECTION POSITION DESCRIPTION DEVELOPMENT & MARKETING MANAGER

**Position Title:** Development & Marketing Manager  
**Position Reports To:** Deputy Director  
**Full-Time Equivalent:** Up to 100%  
**Positions Supervised:** Staff, Interns, Volunteers  
**Status:** Exempt

## **Position Summary**

With support from the Deputy Director, the Development & Marketing Manager performs project/program management for fund development, donor stewardship and overall marketing, as a member of the Development Team. This position will be responsible for identifying and developing promotional and advertising opportunities, supporting Ride Connection's special events, coordinating agency collateral such as logos, taglines and outward facing materials, supporting donor stewardship projects, and managing Ride Connection's brand in collaboration with all departments.

## **Core Accountabilities**

**Agency Values** – Consistently demonstrates Ride Connection values in all business interactions and performance. Ride Connection has identified the following as our agency values:

- Recognize, nurture and appreciate our customers and staff, paid and volunteer.
- Maintain collaborative relationships with Service Partners.
- Deliver safe, personalized transportation options.
- Assure honest, reliable and accountable business relationships and practices.

**Teamwork** – Exhibit spirit of cooperation, showing adaptability and flexibility. Support team goals, assist co-workers and show appreciation for others. Communicate effectively and kindly with others.

**Respect and Caring** – Consistently and respectfully interact with others in a compassionate and professional manner. Maintain confidentiality.

**Effective Use of Resources** – Use office and position resources effectively. Make efficient use of the time and talents of others.

**Initiative** – Show independence and ingenuity. Demonstrate creativity in problem solving, contributing new ideas and solutions.

**Lead by Example**

## **Major Duties and Responsibilities**

*The following tasks are representative and not considered to be all inclusive.*

- Designs and supervises the necessary systems and plans to support an integrated, organization wide marketing and outreach program
- Management and support of developing marketing materials and opportunities to increase organization visibility
- Responsible for monitoring and coordinating the use of corporate identification including logo, tag line and key messages for all of Ride Connection
- Responsible for preparing press releases and outgoing communication to the media about organization events and activities
- Negotiates with vendors and contractors to coordinate media costs, placement and scheduling
- Responsible for the supervision of the organization's marketing and outreach program, supervising the development and maintenance of comprehensive information of the mission, programs, initiatives, achievements, partners and noteworthy accomplishments for use in outreach materials and programs
- Supervise and support the Communications Outreach Specialist position
- Assures that no overtime worked will be performed by non-exempt employees without prior permission
- Plan and create dynamic, engaging social media content to support promotions, campaigns, events, and Ride Connection's mission and values
- Monitoring and review of social media activity and results
- Work with other departments to ensure coordinated social presence, communications, and customer experience
- Manage and track assigned projects and initiatives
- Monitor project/program performance
- Provide support in preparation of solicitation mailings and email communications
- Provide support for Advocacy and Outreach, as assigned
- Supervise volunteers and interns who are part of the Development Team
- Provide superior quality customer service to ensure that each person to whom you come into contact with is treated with dignity, respect and patience
- Develop, maintain and enhance relationships with Ride Connection staff, transportation partners, customers, supporters and other partners
- Represent the organization at numerous events and meetings, ensuring positive, professional relationships are fostered and maintained
- Attend agency staff meetings, management team meetings, and board/committee meetings as required
- Participate in required training programs as required
- Adhere to current Ride Connection Personnel Policies
- Perform all other duties as assigned

## **Required Qualifications**

- BA degree in a related field with a minimum of three years of progressively responsible experience that is directly related to the duties and responsibilities specified. Additional education may be substituted for experience, and educational qualifications may be waived depending on work history
- Demonstrated experience planning and coordinating events
- Demonstrated proficiency of Adobe Creative Suite

- ◆ Demonstrated computer skills, and proficient with the Microsoft Office environment including Word, Excel and data bases and related software
- Represent their organization in a professional manner to donors, funders, customers, service partners, and the community
- Strong organizational skills and ability to manage multiple responsibilities within a specified timeline
- Excellent interpersonal, oral and written communication skills with the ability to exercise good judgment, courtesy, and tact in public contact and handling problems
- Ability to communicate professionally, effectively and pleasantly on the phone
- Ability to work as a team member with a diverse group of people
- Ability to understand and follow written and oral instructions
- Ability to give clear and concise directions, both orally and in writing
- Ability to work nights and week-ends as necessary
- Ability to work independently on assigned tasks and to make decisions with minimal supervision by prioritizing and organizing tasks
- Ability to meet prescribed deadlines
- Ability to adapt to a rapidly changing environment
- Effective problem-solving skills
- Effective listening skills
- Ability to pass a National Criminal Record Check which includes fingerprint identification
- Must have access to reliable transportation for employment purposes which may include evenings and weekends. If using personal vehicle, must maintain proof of auto insurance and comply with State regulations
- Maintain a driving record that meets or exceeds Ride Connection's driver standards

### **Preferred Qualifications**

- Ability to speak other languages, in addition to English
- Experience working in transportation and other various fields with older adults and people with disabilities
- Experience with Blackbaud's Raisers Edge software
- Experience and passion working for a non-profit organization
- Experience in working with volunteers

### **Physical Requirements**

- Repetitive motion
- Prolonged sitting,
- Extensive use of a computer and telephone
- Extensive visual/hearing involvement
- Frequent lifting of items up to about 40 pounds
- Frequent lifting of items from below the knees or above the shoulders
- Various environments including office, meetings, and events

**Note: This job description is intended as a guideline, only, and does not limit in any way the duties or responsibilities of any employee. Nothing herein shall be construed as a contract of employment, expressed or implied. All employment may be terminated at will, with or without cause.**

## **Ride Connection is an Equal Opportunity Employer**