

# Development & Marketing Assistant

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**SUMMARY:** The Development & Marketing Assistant of ASAP Cats (Animal Shelter Assistance Program) works under the direct supervision of the Development Director and also provides support for ASAP Cats' Executive Director. The position works closely with the Development & Marketing Coordinator, performing tasks in support of the development & marketing programs. The position provides administrative support, donor database management, data input, reporting, support and activities related to development and the building/maintaining of relationships with stakeholders, grant research, grant writing, and grant reporting, and support and assistance for the development and implementation of creative marketing campaigns. Tasks include support for development activities, community outreach, and hands on tasks for related systems of donor and database management for the organization. If you would love to support programs for cats and want to save their lives, then this is the job for you!

**REPORTS TO:**

Development Director

**SUPERVISES:**

Volunteer teams, as assigned

**ESSENTIAL FUNCTIONS:**

- Provides full administrative support for the Executive Director, Development Director, and Development & Marketing Coordinator in all facets of fundraising, donor cultivation, grants, marketing and community outreach.
- Plays a fundamental role in development and fundraising events including outreach, marketing, and logistical and administrative support.
- Researches and identifies new grant opportunities and supports the tracking and maintenance of grants awarded. Supports cultivation of grantors, working with the Development Director and Executive Director.
- Responsible for the execution of the full donation cycle, including bank deposits and fund account tracking, data entry, receipt generation, acknowledgement (thank you) letters, report generation, and follow-up tasks related to specific programs, including Sponsor-A-Cat.
- Promotes the integrity of the donor database with accurate and timely data entry, preparation of reports, and management of related documents.

**ADMINISTRATIVE AND DATABASE SUPPORT**

- Ensures each gift is processed into our database and deposited (as appropriate) in a timely manner.
- Drafts, edits, proofreads, and sends receipts and acknowledgement letters in a timely manner to donors.
- Drafting, editing and proofreading of development and marketing material.
- Develop and implement best practices to fully utilize and manage our DonorPerfect database, including accurate data input, tracking, reports, and database cleanup and maintenance of information such as address updates and fixing typos or other errors.

- Responsible for contact list selection, production, distribution and tracking of all donor appeals through mail, email, and social media.
- Process credit card donations in compliance with PCI guidelines, prepare bank deposits and provide fund reconciliations to the ASAP Business Manager.
- Assist in office management by maintaining organization and ensuring cleanliness of the ASAP Administrative Office space, including monitoring inventory and needed supplies.
- Performs other duties as required.

## **DEVELOPMENT AND COMMUNITY OUTREACH**

- Informs the Development Director, Executive Director, and/or Development & Marketing Coordinator in a timely fashion of the need for personalized thank-you letters or calls to major donors, and when major gifts or bequests are received, when donor problems arise, and when a donor needs to be contacted or could warrant extra attention from leadership.
- Receives and forwards to Executive Director and/or Development Director or responds (as appropriate) to email or phone inquiries from donors, event guests, or members of the public in a timely manner.
- Assists with planning, organizing and supporting special donor appreciation gifts and events.
- Researches grants and assists with timely submission of grant applications and reports as directed and reviewed and approved by the Development Director.
- Maintains a complete and timely grant schedule to track all grants being considered, applied for, approved, funded, not funded, etc.
- Works closely with the Executive Director, Development Director, and Development & Marketing Coordinator to provide support for the Cat Nips newsletter, annual reports, events and other development and marketing materials.
- Possesses a working knowledge of social media tools. Provides support and assists in developing and meeting the organization's social media and online donor cultivation and fundraising campaign goals.
- Assists with photography of adoptable cats for posting online, or additional photos needed for social media posts or for additional marketing outreach, as assigned.
- Prepares donor analysis and database reports to support fundraising and stewardship activities, and other related reports for the Executive Director, Development Director, and Development & Marketing Coordinator as required.
- Represents the ASAP voice, mission, and culture within the ASAP Cats community, at on-site events and throughout the greater community of Santa Barbara County.
- Perform other duties as required.

## **PHYSICAL WORK ENVIRONMENT:**

- Work environment includes exposure to felines and other animal allergens.
- Ability to sit and work at a computer in an office setting for several hours at a time.
- Lift and move objects up to 25 pounds for short distances.
- Drive a vehicle (for various tasks within a few blocks of primary work environment).

**EDUCATIONAL REQUIREMENTS:** A four-year college degree is preferred. Qualifying work experience will be considered as an alternative. Bilingual (Spanish) preferred, but not required.

**EXPERIENCE, ABILITIES AND QUALITIES REQUIRED:**

- Minimum of two years related experience in an office or non-profit work environment is required.
- Effective written and verbal communication skills. Ability to communicate effectively with donors, the public, volunteers and co-workers in a pleasant, courteous, and tactful manner at all times.
- Affection for animals, concern for their welfare and a willingness to accommodate animals in the work place, and an ability to always promote a humane and caring attitude toward all animals.
- Tech savvy and internet savvy with proven experience in Google Suite and the full Microsoft Office suite.
- Familiarity with database management; DonorPerfect database experience highly desirable.
- Internet and tech savvy, with advanced knowledge beyond basic day-to-day use. Ability to learn new programs as required.
- Strong work ethic, honest, dependable, detail oriented, and ability to show initiative and work with minimal supervision.
- Ability to exercise discretion and judgement.
- Ability to juggle various priorities and competing deadlines.
- Experience with, and enjoyment of, working in a team environment.
- Commits to, and acts in accordance with, ASAP Cats Organizational Culture Agreement.
- Must have a valid Driver's License and be in good standing with Department of Motor Vehicles.
- We require all staff to provide proof of vaccination, and booster if eligible, for COVID-19 unless they qualify for a religious or medical exemption.

**HOURS:** *FLSA STATUS: NON-EXEMPT POSITION* – 40 hours per week, schedule to be set and agreed upon hiring. Daily hours and days of the week may vary according to the needs of the department schedule. May include weekends, nights, and holidays. May require some overtime.

**SALARY:** \$17 - \$21 per hour, DOE

**BENEFITS:** Benefits include employer sponsored medical, dental, vision, life insurance, and a retirement plan with an employer match. Also included are paid-time-off (PTO) and 8 paid holidays.

**TO APPLY:** A cover letter and resume are required to be submitted for consideration for this position.

Please apply via email to: [employment@asapcats.org](mailto:employment@asapcats.org) No phone calls, please.