



DIRECTOR OF MARKETING

Variety – the Children’s Charity of Wisconsin enriches the lives of children with physical or developmental special needs and their families. Our vision is that “all children, regardless of ability or income, are able to actively participate in their communities and experience all the joys that come with being a kid.”

Scope of Position:

This position provides marketing and fundraising support for the organization. This includes processing, data entry, record keeping and acknowledgment of donor gifts, as well as planning and execution of marketing, promotion and outreach efforts. This position will work with all members of the Variety team and will report to the Executive Director.

This is a full-time, exempt position within the general office hours of 8:30 am – 4:30 pm, Monday through Friday. Some weekend and evening hours may be necessary for key events.

Duties and Responsibilities:

1. Comprehensive database management to include:
 - applying consistent entry practices for donors, prospects, clients and other stakeholders
 - ensuring proper recording and donor acknowledgment
 - recording pertinent and appropriate notes for historical context
 - creating mailing lists and managing records for communication preferences
2. Support staff in execution of agency communication strategies, including website management, email marketing, social media, newsletter creation and event registration
3. Support planning and execution of family, direct fundraising and third party events, including material development, auction procurement, registrations and administrative support
4. Volunteer management for events and office projects
 - Volunteer scheduling and coordination
 - Volunteer training for specific roles
5. Assist with various other tasks, such as calendar support, meeting prep support and special projects

Competencies:

1. Strong communication and customer service skills
2. High competency using Microsoft Office and CRM database products
3. Technology competence and awareness of software options to support e-communication efforts, social media posts, event management and other material development
4. Ability to maintain confidentiality

5. Respect for differing abilities and necessary modifications

Work Environment and Physical Demands:

The job operates within an office environment and involves interaction with drop-in guests, volunteers and other staff. This role routinely uses standard office systems such as computers, phones, photocopiers and filing cabinets.

This job occasionally requires travel by automobile for event support. A valid Wisconsin Driver's License is required. The job involves standing, walking and lifting of items up to 25 pounds.