



## Development and Marketing Associate Job Description

The Development and Marketing Associate works closely with staff and volunteers to promote the long-term well-being of Friends of Reinstein Woods. The Associate is responsible for diversifying the organization's funding streams and growing our donor base. This is a full-time position. Occasional weekend and evening hours related to special events required.

### Key Responsibilities:

The Development and Marketing Associate creates materials that tell the Reinstein Woods "story" for marketing, grant applications, foundation funding requests, and corporate sponsors. The manager will have specific duties related to several areas:

**1) Marketing:** Promote Friends of Reinstein Woods through a quarterly newsletter and monthly e-mail blasts. In consultation with staff, communicate Reinstein Woods' programs and accomplishments through regular social media posts designed to attract more individual donors. Create or update marketing materials for events, programs, and donor opportunities. Provide basic content updates for the website (reinsteinwoods.org).

**2) Annual Giving:** Prepare online and direct mail fundraising appeals, including preparing text and photos, thank you letters, recognition materials, annual report, etc.

**3) Foundation and Corporate Partnerships:** Identify and pursue sponsorships and partnerships with local companies to support Reinstein Woods' programs and special events. Working closely with the Development Committee, identify and pursue opportunities to request funding from local foundations to support Reinstein Woods' programs.

**4) Special events:** Work with the board of directors, volunteers and staff to ensure a successful annual fundraising event. Additionally, coordinate sponsorships for major state-sponsored special events at Reinstein Woods (three events per year).

**5) Donor recognition:** Work with the office manager and development committee to ensure donors receive appropriate recognition and acknowledgement. Promote the planned giving program. Maintain donor information in the donor management system (Bloomerang).

**6) Grants:** Assist staff in applying for grants and/or administering grants as appropriate.

### Qualifications:

A bachelor's degree, or three years of relevant experience. Knowledge and experience with the non-profit sector, preferably including at least one year of development or fundraising experience. Experience in marketing, communications, WordPress websites, sales, media relations, or motivating others a plus. Experience with spreadsheets required. Experience with donor management software a plus. The Associate must have excellent written and verbal communication skills, be able to manage multiple projects simultaneously, and be able to work independently. The Associate must be organized and detail-oriented. Strong interpersonal skills and a passion for the Friends' mission are a must.

*Share in Nature's Harmony*

### **Benefits, Work Schedule and Hours:**

This is a full-time position, with some flexibility in daily schedule and possibilities for a hybrid schedule. Salary range is \$50-53K with yearly merit reviews providing opportunities for raises and bonuses. Membership in the Association of Fundraising Professionals is provided, as well as opportunities for professional development. Staff receive a Simple IRA match as well as paid vacation, personal, holiday and sick days. Health insurance benefit under development. All employees receive a free membership in the organization. Occasional evening and weekend hours related to special events and meetings will be required.

### **To Apply:**

Send cover letter, resume, and references by **September 27, 2024** to [info@reinsteinwoods.org](mailto:info@reinsteinwoods.org) (pdf preferred) or by mail to:

Friends of Reinstein Woods  
93 Honorine Drive  
Depew, NY 14043

Friends of Reinstein Woods is an equal opportunity employer.

*Share in Nature's Harmony*