



Position Title: Advancement & Marketing Manager

This position supports Rosie's House by strengthening revenue streams and expanding the network through high-quality communication strategies.

Our mission is to eliminate barriers to high-quality music education. Through music, we support youth as they develop their full creative and personal potential.

Department: Advancement & Marketing

Supervises others: No

Reports to: Advancement & Marketing Director

Employment Status: Full-Time Employee

FLSA Status: Exempt

Salary Range: \$45,000-\$55,000

Benefits: Full-time benefits package

Location: 919 E. Jefferson St., Phoenix, AZ

Remote Eligibility: No

Telework Eligibility: No

Rosie's House believes that a diverse staff is necessary to achieve the vision of our work. We encourage applications from candidates who can contribute to the diversity of our workforce across a range of dimensions. Individuals who identify as Black, Indigenous, Latino/a/x, Asian, Pacific Islander or other People of Color, people who are queer, trans, non-binary, people with disabilities, people who are immigrants, people from poor and working-class backgrounds, and people who are/have been system-impacted are strongly encouraged to apply. As an **Equal Opportunity Employer**, Rosie's House will not discriminate against an employee or applicant on the basis of age, race, color, religion, national origin, physical or mental disability, sexual orientation, or marital status.

Primary Functions and Responsibilities

Development Responsibilities

- Develops and executes individual giving strategies (including reoccurring giving, employee giving, etc.)
- Creates and implements donor-centric direct mail appeals and online campaigns
- Assists with donor cultivation and stewardship activities
- Writes, edits and submits grant proposals and final reports
- Manages calendar of grant opportunities and reporting deadlines
- Researches prospective individual donors as well as new grant and sponsorship opportunities

Campaign Administration Responsibilities

- Establishes system to maintain campaign records, pledge reminder letters and letters of intent
- Assembles campaign presentations/solicitation packets
- Manages and oversees campaign mailings and invitations to cultivation receptions
- Supports campaign cabinet by preparing and maintaining roster, meeting agendas and follow-up materials related to meetings; schedule and attend meetings as needed
- Maintains a list of commemorative gift reservations
- Manages campaign Status Report and distribute as needed
- Schedules meetings for campaign director and staff with prospects and others as needed

Special Event Responsibilities

- Produces, in tandem with staff, organization events including concerts, fundraisers, etc.
- Assists in management of annual fundraising event including preparing agendas for and participating in volunteer committee meetings, soliciting sponsors, researching, securing and communicating with vendors and stewarding attendees to ensure donor retention
- Maintains inventory of event-related in-kind gifts
- Oversees and recruits special event volunteers as needed
- Manages third party and special event requests from public

Marketing Responsibilities

- Develops annual communications plan
- Creates compelling collateral and content including advertisements, newsletters (print and online), direct mail, email, invitations, annual reports, website updates and social media

- Develops messaging for variety of audiences including current and new donors, corporate partners, current families and prospective students
- Presents organizational information in a variety of settings including special events, tabling events, and speaking engagements
- Acts as organization liaison with external graphic designers, print vendors and mail house

Essential Qualities and Competencies

You will succeed at this role if:

- You have exceptional messaging, communication and writing skills
- You have the ability to initiate and build meaningful and genuine relationships
- You have strong self-motivation and discipline to set and exceed goals

Experience and Other Requirements

- Bachelor's degree or equivalent experience
- 2-4 Years direct experience in non-profit fundraising/communications or equivalent experience
- Demonstrated success in executing fundraising appeals and campaigns
- Direct experience in messaging, content creation, design and communication strategies
- Microsoft Office, donor database, Wordpress, Mailchimp and general technical ability preferred
- Bilingual in Spanish a plus

Benefits

Time Off: Rosie's House offers generous vacation benefits starting with 14 days of paid vacation per year, with increases every three years for up to 21 days paid vacation. Rosie's House also recognizes 9 Holidays that can be flexed according to an employee's personal or religious beliefs.

Health Care, Short/Long-Term Disability and Life Insurance: Rosie's House offers 100% employer paid medical, dental and vision premiums for full-time staff members on our base plan. Rosie's House also carries short- and long-term disability insurance and offers a life insurance policy to full-time employees.

Retirement: Rosie's House offers a 401k plan option with matching funds available.

How to Apply

Please submit your cover letter, resume, Employment Application to employment@rosieshouse.org using **Advancement & Marketing Manager** and your name in the subject. The Employment Application can be found on the [Rosie's House website](#).

Rosie's House is committed to creating a safe environment free from abuse of any kind. Rosie's House has policies that safeguard our students including Sexual Abuse Awareness Training, Screening Process and Criminal Background Check for all faculty and staff members before employment begins.

Conditions: This position description does not promise or imply that the functions listed are the only duties to be performed or that the position may not change. Company reserves the right to revise the responsibilities or to require other or different tasks be performed at any time.

More about Us

At Rosie's House our work culture is supportive, collaborative, transparent and mission focused. Rosie's House employs seven full-time staff, 23 part-time highly trained music educators, and has an annual operating budget of approximately \$1,000,000 (contributed revenue model). Our team believes music education creates hope, fuels the imagination, sparks creativity, and is a powerful force for social justice and vitality in our community.

Providing over 500 students, grades 1-12, with lesson opportunities in piano, strings, winds, percussion, guitar, choir, digital music, and Mariachi, Rosie's House is one of the largest 100% free music programs nationwide. For more information visit www.rosieshouse.org