

Development & Marketing Associate

About Canal Alliance

Canal Alliance exists to break the generational cycle of poverty for Latino immigrants and their families by lifting barriers to their success. Canal Alliance is a nonprofit champion of immigrants who are challenged by a lack of resources and an unfamiliar environment. Every day, we educate, empower, support, and partner with motivated immigrants to best meet all their unique needs—from putting food on the table, to becoming American citizens, to learning English, to graduating from college, and gaining quality, career-path employment.

Canal Alliance strives for a trauma-informed collaborative and inclusive culture. We invest in high quality services, professional development, and work-life balance.

Position Summary

Canal Alliance seeks a talented candidate to join the Development team, which is responsible for securing approximately \$13 million in annual revenue to support agency goals and programs. The Development & Marketing Associate is a full-time, non-exempt position that serves as a key member of the Development Team, responsible for meeting annual goals for outreach, engagement, and fundraising. This position reports directly to the Director of Marketing & Communications and is primarily responsible for supporting all aspects of the day-to-day and annual activities to communicate with, engage, and steward the agency's donor and client communities. Primary tasks include storytelling and writing, event planning and support, coordinating donor cultivation and fundraising events, supporting tabling and outreach opportunities to the broader public, supporting data management and integrity related to institutional funding, and some graphic design. This role also provides administrative support to the Director of Marketing & Communications and the Director of Institutional Giving.

Essential Duties and Responsibilities

Writing & Editing – 50%

- Provide writing and storytelling support to advance agency communications and grant applications as needed. This includes:
 - Conducting client and donor interviews, drafting narratives, and proofreading & copyediting client and donor narratives written by other team members
 - Writing announcements about funders and grants awarded for publication on agency blog
 - Writing, editing and proofreading grant proposals and reports, blog posts, print materials, and agency website copy.

Event Support – 25%

- Support the Stewardship & Engagement Manager with the planning and execution of annual outreach events, including stewardship events for volunteers and donors
- Support the Stewardship & Engagement manager to develop, order and manage branded merchandise for stewardship and outreach efforts, including some elementary graphic design
- Support the Digital Marketing & Fundraising Manager with social media content, website editing, and content review, as needed

- Support the organization's marketing and outreach functions with the development and review of print materials, including flyers, event invites, brochures, and more.

Data, Research & Administrative Support – 25%

- Provide data entry support in Salesforce to ensure data integrity for grants, contracts and related tasks and deliverables, and marketing deliverables associated with awarded grants and contracts.
- Conduct research to gather data from state and federal websites to support proposal preparation.
- Support the marketing and institutional giving teams with invoice processing, check requests, and additional administrative tasks
- Schedule and lead team meetings, as requested.

Required Skills

- Exceptional communication and interpersonal skills and the ability to engage individuals and groups.
- Excellent analytical and abstract reasoning skills, with the ability to think strategically, creatively problem solve, and exercise good judgment.
- Exceptional writing and editing skills.
- Proven ability to work within dynamic teams and build strong relationships with colleagues, and the ability to interact and work effectively with a diverse array of colleagues and external stakeholders
- Ability to work with minimal supervision, handle multiple tasks, and manage demanding situations effectively, while showing initiative and being anticipatory rather than reactive.
- Effective time management and work organization skills, with a high attention to detail.
- Excellent computer and technology skills, including facility with internet navigation, databases, and Microsoft Office suite.
- Commitment to fundraising ethics and respect for confidentiality of donor and client information.

Education and Experience Required

- Bachelor's degree in a related field.
- Minimum of one year of experience in a related position.
- Bilingual/biliterate (English/Spanish)

Additionally Desired

- Experience working in support of Latino, immigrant, or low-income communities.
- Experience with the basic principles and practices of fundraising.
- Experience with fundraising or marketing in a non-profit organization
- Experience with event planning

Compensation

This is a full-time, non-exempt position with benefits. We offer a competitive salary (\$42-43/hr for a 4DWW) with a benefits package that includes:

- 3 weeks paid vacation per year
- 12 days of sick leave per year
- Four-day work week, 9-5, Monday through Thursday.
- Paid Birthday each year

- 16 paid holidays per year
- 100% paid employee medical & dental insurance, life insurance, LTD, and EAP.
- 403(b)-retirement plan with employer match of up to 4% after 3 months of employment.
- Voluntary benefits include FSA, vision, life, and pet insurance, as well as coverage for dependents.
- Telehealth for physical and mental health
- This is a hybrid position, with 2 days per week in the office.

Canal Alliance Equity and Inclusion Statement

Canal Alliance actively promotes and recognizes principles of fairness, equity, and social justice in relation to, and across, intersections of race, age, color, national origin, ethnicity, citizenship, sex, sexual orientation, gender identity, gender expression, religion, disability, ancestry and all other identities represented among our diverse employees.

By appreciating the importance of inclusion, we acknowledge that the collective and individual talents, skills, and perspectives of our staff foster a culture of belonging, safety, collaborative practice, innovation, and mutual respect. Canal Alliance is committed to the transformation of attitudes and systems that deprive any person or group of these principals.

Application Process:

Apply by clicking this link: <https://recruiting.paylocity.com/Recruiting/Jobs/Details/2490725>