

Job Description: Marketing & Operations Manager

Hours per week: Full time, 40 hours per week, exempt

Pay range: \$65,000-\$72,000

Benefits: Unlimited paid vacation, sick leave, holidays, 403(b) retirement plan, flexible schedule, optional hybrid work hours

About Sonoma Valley Education Foundation

Since 1993, the Sonoma Valley Education Foundation (SVEF) has had one clear goal – championing Sonoma Valley public school students. Through collaborations with Sonoma public schools and the broader community, SVEF increases access to social, emotional, and academic resources to ensure every student arrives at school ready to learn.

Position Overview

The Marketing & Operations Manager is a key member of the Sonoma Valley Education Foundation team. The ideal candidate will be passionate about supporting local youth, and have experience working within small teams, ideally in a nonprofit environment.

The Marketing & Operations Manager is responsible for developing the strategy, leading copy development, and implementing cohesive and compelling communications content across various platforms. This person will oversee marketing, communications, public relations, event planning, and administrative operations for the organization. Given the wide range of responsibilities, this position requires a flexible, curious, and proactive individual who can adapt to a fast-paced and dynamic work environment. Strong communication skills and a basic understanding of accounting practices are also essential. This position reports to the Executive Director.

Primary Responsibilities

Marketing Communication: This role will create a wide range of materials for marketing, fundraising, stewardship, and storytelling across a variety of print and digital platforms.

- Write and create content for email, web, social media, blogs, press releases, and other collateral. Build and execute campaigns with MailChimp, including monthly e-blasts and e-stories. Ensure consistent use of branding guidelines across all communication channels and materials, and regularly publish current and accurate information on the SVEF website.
- Create and manage all social media content, ensuring consistency across platforms.
- Develop and manage the marketing communication strategy, including the annual calendar and budget for print and digital media. Establish metrics to analyze impact, lead campaign analysis, and make recommendations to increase audience and engagement on social media, the web, and email platforms.
- Maintain strategic relationships with local media for relevant proactive and reactive storytelling opportunities. Cultivate relationships with local and regional media outlets, prepare press releases, pitch storytelling opportunities, and serve as the primary contact for media inquiries.

- Conduct program visits to take photos and gather stories by interviewing and surveying local teachers, students, parents, partner organizations, and donors.
- Liaise with graphic designers to utilize consistent templates and brand guidelines in all marketing communications materials.

Administration & Operations: This role will manage the organization's administrative processes and ensure that operations run smoothly, thereby allowing the organization to grow and evolve in achieving its mission.

- Oversee donation processing and assist in sending prompt donation receipts to donors.
- Work with the bookkeeper to maintain accurate records in constituent and financial databases (including but not limited to Bloomerang and Quickbooks) and ensure they are integrated and reconciled.
- Work with the bookkeeper to conduct monthly reconciliations.
- Manage additional platforms integral to operational success, including QGiv (donation forms), Weebly (website), GiveButter (events and donations), and more.
- Manage the organizational Google Admin account and Google Drive.
- Ensure office software needs are up to date and comprehensive; troubleshoot and/or arrange for technical support as needed.
- General office management, including maintaining office supplies and other resources.
- Other duties as assigned.

Events: This role will also manage and oversee the successful execution of SVEF's annual events, including the Red & White Ball and other stewardship, fundraising and community-building events.

- Collaborate with staff, event planner (if applicable), SVEF board of directors, and volunteer committees to ensure the success of each event.
- Develop a timeline, budget, and task list for each event.
- Coordinate with vendors and venues.
- Manage and maintain event software.
- In coordination with the Director of Development, solicit in-kind donations as needed.
- Lead the design and delivery process for all event collateral.
- Coordinate and track guest lists and RSVPs, and lead check-out processes when applicable.

Required Skills and Experience

- Excellent written and verbal communication skills
- Strong project management and multitasking abilities
- Proficiency with social media platforms, content management systems, databases, and email marketing tools.
- Ability to work collaboratively, flexibly, and independently in a small non-profit environment.
- Detail oriented and proactive in identifying and solving problems.
- Nonprofit experience is highly preferred.

Qualifications:

Education: Bachelor's degree in Marketing, Communications, Non-profit management, Business administration or related field preferred.

Experience: At least 2-3 years of experience in marketing, communications, public relations, or non-profit operations.

How to Apply

Please send your resume and cover letter to gail@svgreatschools.org. This position is open until filled. For full consideration, please submit your application by noon on June 27, 2024.