Grants and Marketing Manager Job Description

Position Title: Grants and Marketing Manager

Overview of CASA DeKalb County, Inc.

CASA (Court Appointed Special Advocates) is the *Guardian ad litem (GAL)* appointed to children involved in the DeKalb County juvenile court system due to abuse or neglect by a parent or guardian. CASA's role is to visit the child and speak with all relevant parties in the child's life and present the gathered information to the court through written and verbal reports. More information about CASA's work is on our website, casadekalb.org.

Position Summary

The Grants and Marketing Manager leads the organization's marketing and grants management efforts and contributes to broader fundraising and communication initiatives. It is a great opportunity to use your creativity, communication skills, and heart for your community to enhance the lives of children in need. The Grants and Marketing Manager works closely with the Outreach and Engagement Manager and reports directly to the Executive Director. This full-time position is in-person, Monday-Friday 9 am-5 pm with occasional evening and weekend hours, with the opportunity to move to a hybrid format.

Responsibilities

- Lead the organization's communications and marketing efforts to increase community awareness, support volunteer recruitment, raise funds and build brand recognition
- Develop and maintain an annual communications and marketing plan aligned with organizational goals, fundraising priorities, and volunteer recruitment needs
- Produce and oversee all content creation and distribution, including emails, social media, print media, videos, annual reports, radio, and more
- Manage the organization's social media campaigns and accounts, including Facebook, Instagram, LinkedIn, X, and YouTube
- Contribute to the development and implementation of the organization's fundraising strategy, including individual and corporate giving, Give DeKalb County, fundraising events, end of year appeal, and other fundraising initiatives
- Participate in the planning, promotion and execution of major fundraising events
- Manage the entire grant cycle for several grants, including federal, state and local level grants, including identifying funding opportunities, project development, application, reporting, grant compliance, funder relationships, and grant-related communications
- Monitor grant budgets and expenditures in coordination with the Executive Director, and ensure grant expenses and financial reports comply with funder requirements
- Support the stewardship of CASA donors and funders, including cultivation, stewardship, acknowledgement, and communication with donors, utilizing Bloomerang CRM and Fundraising

- Contribute to the management of the organization's website and online giving page
- Track and analyze key performance indicators related to marketing, communications, fundraising, and donor engagement, and use data to evaluate effectiveness and inform strategy
- Assist with supervising any interns employed by the organization to help with fundraising, marketing and events
- Participate in local training and networking opportunities through the DeKalb County Nonprofit Partnership, Northern Illinois University, local Chambers of Commerce or other organizations to build community relationships and continue professional development
- Perform other duties as assigned by the Executive Director

Qualifications

- Bachelor's and/or advanced degree in nonprofit management, marketing, communications, business, or a related field, plus at least two years of work experience, or equivalent combination of education and experience
- Excellent written and verbal communication skills
- Experience developing and executing marketing or communications strategies and working with digital design platforms, such as Canva, Adobe, or Photoshop
- Experience with CRM and/or data management systems
- Strong interpersonal skills and the ability to work independently while collaborating effectively with a small team
- Strong organizational and project management skills, with the ability to manage multiple priorities and deadlines
- Strong attention to detail and accuracy, particularly for grant applications, reports, and compliance
- Knowledge of the nonprofit sector and experience working or volunteering with a nonprofit organization
- Understanding of trauma-informed practices and sensitivity to the experiences of children and families involved in the child welfare system
- Knowledge of the child welfare system, juvenile court process, and the role of CASA is a plus
- Commitment to CASA DeKalb County's mission, vision and values

The salary range is $50,000-60,000 commensurate with experience. Benefits include paid holidays and paid time off, a retirement savings contribution, monthly health stipend, and quarterly phone/gas stipend.

CASA DeKalb County, Inc., is an Equal Opportunity Employer. All policies, practices and recommendations are administered without discrimination on the basis of actual or perceived race, color, religion, national origin, ethnicity, ancestry, sex, gender identity or expression, sexual orientation, age, recipient of an order of protection, marital status, physical or mental disability/handicap or military status in any of its activities or operations.

To apply, please submit a resume and cover letter to Jessica Sandlund, Executive Director, at jsandlund@casadekalb.org.