



Development and Marketing Manager

The National Immigration Forum (the Forum) advocates for the value of immigrants and immigration to the nation.

Founded in 1982, the Forum is a non-partisan advocacy organization, building trusted relationships to create a shared vision for immigration in America. Our innovative approach leads the conversation on the value of immigration for a stronger, richer and more vibrant America.

Leveraging our policy, advocacy and communications expertise, the Forum works across diverse constituencies in communities throughout the country for comprehensive immigration and sound border security policies, balanced enforcement of immigration laws and ensuring that new Americans have the opportunities, skills, and status to reach their full potential.

Visit our website at www.immigrationforum.org for detailed information about the Forum.

Reports to: Director of Strategic Partnerships

Position Summary:

The Development and Marketing Manager provides support to the Director of Strategic Partnerships on all fundraising and marketing efforts. The successful candidate must have strong writing and marketing skills and be extremely detail oriented. This position is based in Washington, D.C.

Primary Responsibilities:

- Support the Director of Strategic Partnerships on all major fundraising and marketing initiatives.
- Serve as a development liaison and resource to the Forum's programmatic areas of work and help address their development needs.
- Create marketing content: draft, edit, review and manage marketing collateral tailored for donors and prospective donors, including power points.
- Develop email communications with donors and supporters, including concept, drafting, managing review process and production.
- Support all development related events including developing and managing the invitation process, sourcing venues, and overseeing logistics.
- Understand customer relationship management (CRM) marketing and segmentation strategies and use email marketing to engage and grow CRM contacts with timely, relevant and valuable content that is representative of the Forum brand and mission.

- Responsible for compiling, analyzing and sharing email channel performance data to identify optimization within the existing strategy and suggest new opportunities for growth
- Help foster a culture of philanthropy throughout the organization, ensuring that organizational culture and systems support marketing and development.
- Identify and leverage marketing opportunities, initiatives and messaging by keeping abreast of major programmatic projects and streams of work.
- Conduct individual and foundation donor prospect research and assembling of stewardship materials.
- Manage dashboard of revenue-related performance measures that monitor results, demonstrate changes over time through year-to-year comparisons, and provide accurate and timely information to decision-makers.

Education: Undergraduate degree or equivalent required.

Required Experience and Qualifications:

- Five to seven years of progressive experience related to development and/or marketing.
- Excellent communication skills, both written and oral.
- Strong organizational and time management skills with exceptional attention to detail.
- A self-starter with flexibility and adaptability, good judgment and the ability and flexibility to take on a wide range of tasks.
- Great people skills and the ability to function in a position that provides support in fast paced environment.
- Strong computer skills, including advanced knowledge of *Microsoft Outlook, Word, Excel and Powerpoint*.
- Experience using a CRM to manage donor data. Experience in *Salesforce* strongly preferred.

Salary: Commensurate with experience. The National Immigration Forum offers a very competitive salary and benefits package, including health and dental insurance and a retirement plan.

The Forum is an equal opportunity employer and women, people of color and ethnic minorities are strongly encouraged to apply.

Candidates are encouraged to apply on or before November 17, 2019; however, the position will remain open until filled.

Please send cover letter, resume and salary requirements to:
resume@immigrationforum.org and include “**Development and Marketing Manager**” in the subject line.

Applications submitted without the required information will not be considered.