

Mark Twain Home Foundation Position Description

Title: Development and Marketing Manager

Classification: Full-Time Exempt

Reports To: Executive Director

Salary: 39,000 – 45,000

About the Mark Twain Boyhood Home & Museum

The Mark Twain Boyhood Home & Museum is a not-for-profit that operates and maintains Mark Twain's Boyhood Home and seven other buildings that interpret the life of one of the world's most famous authors, Samuel Clemens, known around the world by his pen name, Mark Twain. The museum is overseen by the Mark Twain Home Foundation Board of Directors. The Foundation's mission is to promote awareness and appreciation of the life and works of Mark Twain and to demonstrate the relevance of his stories and ideas to the citizens of the world.

Working at the museum means you are helping continue the legacy of Mark Twain and preserving his legacy for future generations.

Summary

The Development and Marketing Manager is a leadership position responsible for the design and implementation of a complete development and marketing plan to successfully increase individual, corporate, foundation, government and community support and broaden awareness of The Mark Twain Boyhood Home & Museum.

Specific Duties

- Design and implement a development and marketing program to successfully increase financial support and broaden awareness of the Mark Twain Boyhood Home & Museum. Plan elements include internal and external communications, website content, electronic media, social media channels, museum website and print collateral.
- Ensure the growth of the Mark Twain Museum's donor/fundraising portfolio including individual and major gifts, grants, sponsorships, in-kind contributions and planned giving. This includes growing the major gifts program by identifying, cultivating and soliciting new major donors.
- Communicate with current and prospective donors on a routine basis to steward good donor relations, including updating donor recognition.
- Identify new applicable grant opportunities.
- Evaluate changing trends in philanthropy to develop new programs.

- Act as lead staff to the Development Committee of the Board of Directors; working in partnership to successfully meet the goals and objectives set forth in the development and marketing annual plan. Collaborate with the Development Committee and Executive Director on implementing the plan.
- Plan and produce, in partnership with the Executive Director and Development Committee, special events which are designed to achieve income and community awareness objectives as laid out in the development and marketing plan.
- Prepare monthly and yearly reports and analysis for the Executive Director, Development Committee and Board of Directors.
- Plan and execute short-range and long-range social media strategies.
- As part of the overall marketing plan, manage and create content for social media, newsletters, websites, and other marketing materials.
- Manage social media accounts and online engagement.
- Monitor, analyze, and report on website traffic and social media metrics.
- Create press releases, PSAs and other materials designed to inform the public of the museum's new exhibits, events and programs
- Other Duties as apparent or assigned

Requirements

- Ability to interact with different groups of people in a positive and professional manner
- Experience in fundraising and marketing, with a successful track record of identifying, cultivating, and soliciting from various funding sources.
- Experience with social media platforms and digital marketing tools.
- Excellent written and verbal communication skills.
- Strong organizational skills, attention to detail, and ability to maintain accurate records.
- Ability to work independently and as part of a team.
- Comfortable working with ambiguity and changing priorities.
- Able to manage multiple assignments in a fast-paced, nonprofit setting.
- Proficiency in Microsoft Office Suite and familiarity with donor management software.
- Ability to occasionally entertain and socialize after business hours to cultivate donor relationships.

Preferred Qualifications

- Bachelor's degree in relevant area of study.
- Proven track record of developing successful development and marketing plans leading to an increase in giving.

