



Marketing and Development Job Description

JOB TITLE: MARKETING AND DEVELOPMENT DIRECTOR

DEPARTMENT: MARKETING, MANAGEMENT, FUNDRAISING/ FULL TIME

REPORTS TO: EXECUTIVE DIRECTOR

POSITION SUMMARY:

Junior Players is seeking a Marketing and Development Director for an arts organization that serves at-risk youth of North Texas by providing quality fine arts education programs, serving 12,000 annually. The Marketing and Development Director is responsible for the development of all marketing and fundraising strategies to grow the base of philanthropic support and increase public awareness for Junior Players. The Director is responsible for securing financial resources through grants and letters of interest which will support the organization's programs and services. The Director is also responsible for helping to build and manage the organization's brand and all aspects of marketing communications in order to raise awareness for Junior Players and its programs in the North Texas communities. The Director of Marketing and Development, who will report directly to the Executive Director, will prepare the organization's financials to achieve and exceed its revenue goals through the solicitation of individual, corporate, government and foundation support and grants which will be approved by the Executive Director and the Junior Players Board of Directors.

RESPONSIBILITIES, FUNCTIONS, AND DUTIES:

- Responsible for cultivation and coordination of all Junior Players media relations
- Responsible for developing and maintaining Junior Players government relations
- Responsible for creating marketing materials, social media and advertising campaigns as part of a public relations strategy
- Responsible for the direct oversight of marketing and promotional materials which include flyers and programs
- Responsible for creating all marketing and promotional presentations
- Develop and manage the buzz promotional events for all productions and annual fundraiser
- Responsible for development and maintaining the branding strategy
- Responsible for North Texas Co-Op operations and creation of all mailings
- Responsible for grant applications, LOI's and LOA's with direct oversight from the Executive Director
- Responsible for creating grant application presentations
- Creates and implements a strategic plan for the annual North Texas Giving Day
- Creates annual and quarterly reports for all revenue sources for donors and community partners
- Develop and manage new payroll processing system with direct oversight from the Executive Director
- Responsible for invoicing school districts and direct oversight of the invoice deadline schedule
- Creates and implements a development plan that details how the organization solicits donors and identifies funding sources such as grants, in-kind donations, charitable events and marketing opportunities
- Responsible for preparing annual budgets including but not limited to programmatic budgets and tracking all expenses associated with its respective budget with the exception of annual fundraisers

- Responsible for maintaining and creating reports for financial documentation including but not limited to cash flow and monthly finance reports
- Orderly and proper maintenance of marketing and grant files
- Responsible for all aspects of the box office sales including ticketing and final reports
- Possible producing opportunities of one annual artistic production subject to the Executive Director's approval
- Assist in the production aspects of all Junior Players productions
- Assist in the preparation for the Junior Players Annual Future Stars Celebration. Also to provide general assistance during the event

BENEFITS:

- Reimbursement for all travel expenses related to Junior Players programs
 - Travel expenses related to traveling to and from the office will not be reimbursed
- Reimbursement for all work-related expenses (subject to approval by the Executive Director)
- You will be eligible for our standard benefits package including a 401K match, holidays and vacations. Medical, Vision and Dental Benefits are not available at this time.
- Exposure to Dallas arts leaders, administrators, and elected officials
- Experience in the inner workings of a large scale nonprofit
- Playing an integral role in transforming the lives of North Texas youth

EDUCATION, EXPERIENCE AND SKILLS REQUIREMENTS:

- High school diploma is required
- Four-year degree is required
- Experience in non profit management, marketing and public relations strongly preferred
- Must have strong organizational skills and the ability to multi-task in high pressure environments
- Strong detail oriented skills, highly motivated and strong time management skills
- Can have the ability to work as a positive team member but also the ability to work independently

Junior Players is committed to diversity and does not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations.

Junior Players was founded in 1955, and is the oldest non-profit children's theater organization in Dallas. Over its sixty-year existence, Junior Players has striven to meet the changing needs of the community. From 1955 to 1989, Junior Players presented traditional children's theater productions performed entirely by children and teenagers. In 1989, the Board of Directors changed the focus of Junior Players activities, deciding that, Junior Players can best serve the youth of Dallas by providing free programming accessible to all the children of North Texas. Junior Players, therefore, exclusively provides free arts education programs in local recreation and cultural centers, housing projects, elementary and middle schools, and through social service agencies serving youth at risk.

Interested candidates should submit a cover letter, resume and salary requirements via email to Rosaura Cruz-Webb, Rosaura@juniorplayers.org. Please use the subject "Marketing and Development Director Applicant" when emailing materials.