



POSITION DESCRIPTION

Date: March 1, 2020
Job Title: Sales and Marketing Assistant
FLSA Status: Non-exempt
Reports to: Director of Administration

Job Purpose

Work collaboratively to help accomplish the Challenge Day Vision and Mission to bring healing, hope, connection and love to teens and their communities by successfully performing as a Customer Care Associate. Provide a knowledge of non-profits combined with excellent communication skills and pipeline management abilities to shape how new and existing relationships grow. Ability to leverage your entrepreneurial drive to target, educate and persuade new schools and partners to embrace Challenge Day's programs. Possess relationship-building skills and provide best in class client service, follow-up, and tracking. Anticipate how decisions are made, understand the details of individual schools and persistently explore and uncover the program needs of key partners. Able to set the vision and the strategy for how Challenge Day can reach thousands of students.

Essential Job Functions

- Provide excellent customer care to all incoming requests for more information. Reach out to current client's program requests to discuss needs and offer programing that ensures success.
- Leverage current school pipeline and personal network for introductions to new schools and program opportunities. This may require you to visit local schools to distribute literature and build relationships.
- Assist Client Relations team in managing trusted relationships with schools and develop a thorough understanding of campus challenges.
- Uncover and document trends in feedback from schools to help optimize the Challenge Day program offering.
- Manage a detailed pipeline of prospects and return schools to help set expectations for Leader schedules.
- Lead with the qualities that Challenge Day promotes, as an externally facing ambassador of the program.
- Documenting client communication in database.

- Field client questions regarding Challenge Day programming.
- Managing/inputting program feedback
- Communicating with clients, vendors, and staff as requested.
- Provide assistance to clients as requested.
- Other duties as assigned.

Financial Development:

- Assists in management of donor database analytics including gift record-keeping and acknowledgement systems, in coordination with Director of Development and Executive Director.
- Generates regular fundraising performance reports to the Director of Development.
- Monitors and responds to matching gift requests, manages the car donation program.
- Manages donor acknowledgement system in coordination with the Director of Development.

Marketing and Communications:

- Develops content for social media channels in coordination with the Director of Development.
- Provides assistance in creating development communications, including newsletters, brochures and digital media.

Preferred qualifications:

- Relevant experience in consultative sales and account management
- Relevant experience in marketing and development, fundraising is a plus
- Detail-oriented with the ability to prioritize, plan and organize sales activity
- Demonstrated interest in developing school partnerships

Environmental Conditions: Office environment

Physical Conditions: Duties may require maintaining a physical condition necessary for sitting and standing for prolonged periods of time. Duties require computer use for prolonged periods of time and occasional lifting 25 lbs. or less.

Education and Experience Required:

- BA degree preferred, or related coursework and equivalent work experience.
- 3+ years related experience.
- Nonprofit experience preferred

Additional Skills Required:

- Excellent Customer Service skills
- Strong basic math skills
- Exceptional computer skills with specific proficiency in FileMaker (or commensurate database), Microsoft applications, specifically Outlook.
- Extraordinary attention to detail.
- Effective written and oral communication skills.
- Exception organizational, time management and multi-tasking skills
- Strong ability to self-manage and self-motivate.
- Willingness to take initiative and easily work in team with others
- Sincere desire and belief that we can create healthy teens and communities

I acknowledge receipt of this position description:

Employee Signature

Date

Witness

Date