



Development and Events Manager

Prevent Child Abuse Iowa - Des Moines, IA 50309

Prevent Child Abuse Iowa seeks a passionate, dynamic, and creative Development and Events Manager to lead the organization in developing and implementing a formalized strategy that supports fundraising and special event efforts. Founded more than forty years ago, PCA Iowa is a not-for-profit, nonpartisan organization leading child abuse prevention awareness, assistance, and advocacy efforts in Iowa. We support a broad range of community-based child abuse prevention programming who use evidence based and evidence informed approaches to strengthen families and Iowa communities.

Based in Des Moines, the PCA Iowa is led by a volunteer Board of Directors and currently employs a staff of seven full-time positions.

To learn more about the work of PCA Iowa and our mission please visit www.pcaiowa.org.

POSITION OVERVIEW

The Development and Events Manager will create and implement the strategic plan for PCA Iowa in the areas of development, public relations, support creation and distribution of digital and print marketing material including, but not limited to, annual report, newsletter, social media, and press releases; increase awareness and understanding of PCA Iowa mission through creative content development and leveraging various distribution channels; cultivate and maintain donor relationships. Lead the planning and execution of special events for fundraising and awareness including the annual conference.

Reporting to the Executive Director, the Development and Events Manager will work both independently and in collaboration with PCA Iowa team to achieve organizational and program objectives.

Job Title: Development and Events Manager

Objective: Support PCA Iowa mission through development and implementation of strategic and development plan that supports current and future efforts.

DUTIES AND RESPONSIBILITIES

Fund Development

- Development Management
 - Create, implement, and evolve the strategic plan for PCA development Iowa in the areas of development and public relations consistent with the mission and vision of PCA Iowa to maximize participation and contributions and minimize costs.
 - Support PCA Iowa Board Development Committee
 - Develop or implement fundraising activities, such as annual giving campaigns or direct mail programs.
 - Compile or develop materials to submit to granting or other funding organizations.
 - Design or produce materials such as posters, web sites, social-media posts or newsletters to promote, market, or advertise fundraising events.
 - Conduct research to identify the goals, net worth, charitable donation history, or other data related to potential donors, potential investors, or general donor markets.
- Donor engagement

- Identifying potential donors and otherwise increase the overall visibility of PCA Iowa.
 - Solicit cash or in-kind donations or sponsorships from individual, business, or government donors.
 - Cultivate and sustain relationships with a wide variety of constituencies including current and potential donors, foundations and government sources, legislators, local businesses, and community partners.
 - Explain the tax advantages of contributions to potential donors.
 - Direct or coordinate Web-based fundraising activities, such as online auctions or donation Web sites.
- Tracking/Acknowledgement
 - Create monthly development reports or prepare presentations to communicate fundraising program data.
 - Monitor progress of fundraising drives.
 - Manage stewardship/gratitude process for individual donors.
 - Monitor budgets, expense reports, or other financial data for fundraising activities.

Event Planning

- Work with staff and Board to coordinate other events as needed.
- Plan and implement all logistical needs of events. Ensure facilities, equipment, permitting, food, physical setup and breakdown meet event requirements and comply with required regulations.
- Direct activities of event staff and volunteers, providing clear details about roles and responsibilities before, during, and after event.
- Optimize event revenue to ensure goals are met.
- Work with event team to solicit in-kind donations in support of events.
- Plan and direct special events for fundraising.
- Establish fundraising or participation goals for special events or specified time periods.
- Recruit sponsors, participants, or volunteers for fundraising events.
- Secure speakers for charitable events, community meetings, or conferences to increase awareness of charitable, nonprofit, or political causes.
- Host Iowa Child Abuse Prevention Conference.

Public Relations

- Relationship development and management
 - Establish and maintain relationships with various organizations throughout Iowa and utilize these to strategically enhance the mission of PCA Iowa.
 - Attend community events, meetings, or conferences to promote organizational goals or solicit donations or sponsorships.
- PCA Spoke person
 - Contact corporate representatives, government officials, or community leaders to increase awareness of organizational causes, activities, or needs.
 - Write speeches, press releases, or other promotional materials to increase awareness of the causes, missions, or goals of organizations seeking funds.
 - Serve as a PCA Iowa spokesperson to the nonprofit community, the media and the general public, to position and strengthen PCA Iowa's name recognition and reputation in the community.
- Social Media
 - Use social media to promote events, stories, and happenings to inspire financial support.
 - Support communication strategy through management of social media.

- Managing and contributing to planning and supporting active social media platforms, with a focus on spreading key messages to target audiences.
- Maintain an editorial calendar to promote fundraising events and campaigns on multiple social media platforms.

QUALIFICATIONS

- Minimum of a bachelor's degree in a marketing, public relations or communications related field
- Three to five or more years of marketing and/or development experience
- Experience in creating and implementing of strategic development plan that supports fundraising effort
- Experience in donor information management
- Experience with media relations
- Strong organizational abilities including collaborating, planning, delegating, and task facilitation
- Strong written and oral communication skills and appropriate self-confidence and maturity so as to effectively communicate PCA Iowa's vision at all levels and across organizational lines in a manner inspiring to, board, donors and volunteers
- Proficient in Microsoft Office applications and social media management; experience with customer management systems preferred
- Proficiency in Adobe Creative Suite and familiarity with graphic design
- Knowledge of overall communications strategy and understanding the goals/strengths of various platforms
- Must have valid driver's license and be able to travel in-state, with possible overnight travel

SALARY AND BENEFIT DETAILS

- PCA Iowa offers flexible schedule, fun and creative working environment, and a comprehensive benefits package including health, dental, life, long-term disability, retirement savings option.
- PCA Iowa is a family-friendly employer offering flexible schedules.
- Opportunity for professional development and continued learning.
- Position is full-time.
- Tentative start date is November 26, 2021

Please submit both cover letter and resume to pcaia@pcaiowa.org by November 12, 2021.

PCA Iowa hires and promotes individuals on the basis of their qualifications, interest and aptitude, and without unlawful regard to race, religion, color, sex, age, national origin, disability, sexual orientation, marital status, or political affiliation.