



Development & Marketing Manager

Role Overview

The Development & Marketing Manager plays a critical role in execution and coordination, supporting SERP's fundraising, communications, and brand presence. Reporting to the Director of Development, this role supports donor outreach and fundraising operations, develops compelling impact narratives, manages marketing and communications, and serves as a key liaison with external consultants and partners. The role collaborates closely with the Director of Development and, together, supervises a part-time Communications Coordinator.

Key Responsibilities

Development Operations & Donor Support

- Support donor outreach, stewardship, and messaging efforts aligned with the strategy set by the Director of Development.
- Assist with donor communications, acknowledgements, cultivation materials, and engagement touchpoints.
- Update and maintain the CRM with accurate, timely information on donor interactions, gifts, and engagement history.
- Support grant tracking, reporting, and compliance, including maintaining grant calendars and documentation.
- Serve as a liaison to external fundraising contractors or consultants, as directed by the Director of Development.
- Support implementation of SERP's planned giving policy, including donor education, communications, and stewardship coordination with the Director of Development.

Impact Storytelling & Narrative Development

- Develop impact stories and compelling narratives that demonstrate SERP's community outcomes, partnerships, and collective impact.
- Translate programmatic data, outcomes, and resident stories into donor- and public-facing materials.
- Collaborate with program and operations staff to gather information that supports accurate, meaningful storytelling.
- Ensure narratives align with SERP's community quarterback model and brand voice.

Marketing, PR & Brand Management

- Update and maintain marketing materials to ensure alignment with SERP's brand standards and strategic priorities.
- Manage collateral design and production in partnership with third-party consultants, ensuring brand consistency and quality.
- Serve as the internal liaison for marketing, communications, and PR efforts, coordinating with external partners and vendors.
- Support the development and dissemination of organizational messaging that shapes public perception and strengthens SERP's reputation.

Media Relations & Public Engagement

- Lead media relations and public engagement activities, including drafting press releases and supporting media outreach.
- Coordinate communications related to partnerships, milestones, events, and organizational announcements.



- Build and maintain relationships with media outlets, community partners, and communications stakeholders.
- Support the development and implementation of crisis communications protocols to protect organizational reputation and maintain stakeholder confidence.

Data, Reporting & Performance Tracking

- Gather and track data related to marketing and fundraising activities, including engagement metrics and campaign performance.
- Monitor media coverage, public sentiment, and brand perception using available analytics and tools.
- Prepare reports and summaries to support internal learning, decision-making, and reporting needs.

Team Collaboration & Coordination

- Collaborate with and help supervise the part-time Communications Coordinator, in coordination with the Director of Development.
- Support cross-functional collaboration with programs, operations, and leadership to ensure alignment across messaging and outreach.
- Participate in internal planning and coordination related to fundraising campaigns, events, and communications initiatives.