
Position:	Resource Development Specialist II – Foundation and Marketing	FLSA:	Exempt
Department/Site:	Communications	Salary Grade:	34
Reports to/Evaluated by:	Chief Communication Officer	Salary Schedule:	Classified

SUMMARY

Identifies opportunities for, cultivates, and solicits resources to support marketing and fee-based programs such as the Foundation for Clovis Schools and CUSD Today. Assists District and school sites in areas related to resource development. May advise and assist with preparing grant applications and monitoring funding and marketing expenditures.

DISTINGUISHING CAREER FEATURES

The Resource Development Specialist II provides paraprofessional and professional level support to administrators responsible for marketing, communications, fund raising, events, and external communications. Advancement potential exists from Resource Development Specialist I based on need, compliance with the qualifications of the position, and a demonstrated ability to seek external funding sources that are not revolving opportunities open to school districts in general.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Incumbents assigned to this position will perform some or all of the following in a Communications and/or Marketing and Donor Relations capacity:

- Identifies and contacts organizations and businesses as potential advertisers in District-sponsored publications. Researches business demographics and develops approaches for sales of advertising and other services.
- Performs a variety of activities that support fund-raising and marketing campaigns. Works with site-based and District resources, volunteers, Board members, and other methods to contribute to fund raising and marketing goals.
- Meets with potential advertisers to secure specialized fee-based advertising. Presents advertising options and value-added discussion to potential advertisers.
- Coordinates efforts of the Foundation for Clovis Schools Executive Directors to support educational programs within the District.
- Cultivates contacts and establishes and maintains a system for identifying, contacting, and maintaining close relationships with current and potential donors and for soliciting support for foundation programs.
- Reviews district marketing and related external communications literature to enhance presentation quality. Proofreads and edits copy as necessary.
- Develops and cultivates community and business relationships for ongoing in-kind gifts. Develops partnerships with community organizations, philanthropic groups, affiliates, and business organizations.

- Participates in the development of marketing and promotional materials that support fund raising and marketing activities.
- Recruits, orients, and assigns volunteers who provide support to District and Foundation sponsored events.
- Assists and participates in developing and coordinating new income producing projects that involve community businesses and other organizations.
- Performs other duties as assigned that support the overall objective of the position.

QUALIFICATIONS

Knowledge and Skills: The position requires knowledge of and experience with marketing, advertising and donor cultivation, fund-raising campaigns, gift solicitation, and event planning. The position requires working knowledge of promotional and marketing communications principles, methods, and formats. Requires a working knowledge of, and skill at sequencing the logistics involved in organizing communications action plans, special events, fund-raising and in-kind support, and producing promotional materials. Requires a working knowledge of computer-aided office productivity tools including but not limited to, word and desktop publishing, graphics, internet and intranet web page editing programs. Requires well-developed language and writing skills to prepare professional materials and edit text to be suitable for communications. Requires well-developed human relations skill to work with diverse audiences, facilitate group processes, and interact and discuss technical information with a wide range of contacts throughout the District.

Abilities: Requires the ability to carry out the essential functions of the position. Requires the ability to learn, explain, and promote District foundation and education programs and functions. Requires the ability to identify, organize, and sequence activities that support marketing, communications, fund-raising, and education projects. Requires the ability to conduct research that identifies grant and special program opportunities. Requires the ability to conceptualize and prepare layouts for promotional materials. Requires the ability to work under deadline pressure and handle simultaneous projects. Requires the ability to access web site pages to edit and update material. Requires the ability to troubleshoot problems associated with production of graphics and web page images. Requires the ability to compose written copy from instruction, concept, or hand copy and convert to formats suitable for external distribution. Requires the ability to work cooperatively with diverse populations.

Physical Abilities: Incumbent performs work in an indoor office environ of largely a sedentary nature. Requires ambulatory ability to sit for extended periods of time and stand and walk to remote locations for intermittent periods of time. Requires the ability to travel outside of the office to meet with potential donors and/or advertisers. Requires the ability to lift and carry lightweight materials (under 20 pounds) on an occasional basis. Requires hand-arm-eye coordination to operate a personal computer keyboard at an advanced rate. Requires visual acuity to arrange materials, observe movements of people, and read letters and numbers. Requires auditory ability to project voice to large audiences, hear conversation, and carry on conversations in person and over the phone.

Education and Experience: The position typically requires a Bachelor's Degree in English, journalism, marketing communications or related field and 2 years of experience in public relations, marketing, or communications capacity.

Licenses and Certificates: Requires a valid driver's license.

Working Conditions: Work is performed indoors where minimal safety considerations exist.