



*Creating a Pathway to Success for Businesses and Communities*

**Posted: October 25, 2017**

## **POSITION ANNOUNCEMENT**

**Full-Time**

### **Marketing and Events Manager**

Prospera Business Network is the lead non-profit organization advancing and supporting community-centered economic development in southwest Montana. Our focus is helping people start and grow their businesses – in turn strengthening our region’s economy and communities. Our services are individualized and client-focused offering entrepreneurs and business owners a comprehensive pathway to success. Prospera provides confidential business counseling, professional events and trainings, small business loans, business development grants, client mentoring, and timely economic research.

Prospera operates as a membership-based nonprofit and is home to the Montana Women’s Business Center (WBC) which receives funds from the U.S. Small Business Administration. Prospera also receives and manages grant funding from the Montana Department of Commerce and oversees five small business revolving loan funds that involve local governments, the USDA, and the Montana Board of Investments. Additionally, Prospera raises private funds for its 501(c)(3) foundation which directly supports its programs.

Working at Prospera is fun and dynamic because our work directly benefits individuals, businesses and communities in southwestern Montana. Prospera is a growing organization, and this position will synchronize and improve our event and marketing processes to better support the organization and ultimately increase Prospera’s capacity to serve our clients and communities.

#### **Position Summary:**

The Marketing and Events Manager plays a lead role to raise awareness of Prospera’s programs and services; deliver exceptional events for our vibrant business leader network, fundraise for our signature events, and expand our communication strategies to grow our membership and financial support. The Marketing and Events Manager will understand all of Prospera’s programs and services so they can assist and interact with clients, as well as oversee and implement all of our public outreach and marketing efforts to benefit our diverse program services.

This position will develop and implement marketing strategies for all of our programs, distribute multi-channel communications, plan and execute numerous events, and produce publications. This position works closely with the staff to maintain Prospera’s brand and strengthen Prospera’s influence and impact in Gallatin and Park counties and beyond.

The Marketing and Events Manager reports directly to the WBC Program Director and will closely coordinate with Prospera’s program staff – in order to leverage and cross-promote ALL of Prospera’s program and fundraising efforts. This position will also coordinate efforts with the Board of Directors and the Events Committee to ensure delivery of high-caliber events and maintain consistent messaging throughout the organization.

## **Duties and Responsibilities:**

### **MARKETING AND COMMUNICATIONS**

The Marketing and Events Manager will plan, coordinate and lead efforts that communicates a positive and powerful message and brand image for Prospera.

- Oversee a comprehensive marketing and communications strategy that will enhance Prospera's image and position for all of our external communications.
- Ensure articulation of Prospera's brand; in print, social media, webpages, flyers and more.
- Plan and coordinate regular media outreach and respond to media interest and requests.
- Create, design, and maintain marketing materials and collateral including social media content, display banners, brochures, corporate gifts, digital and print advertisements, and other materials.
- Organize the collection of business success stories and client data to document Prospera's impact, and develop creative methods for sharing this information (photos, video, story-telling).
- **Manage Prospera's website;** maintaining and updating content, planning and designing new features, updating events, tracking analytics and SEO – make the website more useful and efficient.
- Develop and create PowerPoint presentations for diverse audiences at Prospera events and community outreach sessions, and schedule community presentations to area organizations and civic groups.
- Identify and implement new ways for Prospera to enhance our exposure, brand identity, and fundraising success.
- Develop and implement video content for Prospera and client success storytelling.
- Plan for and control a marketing budget that ties to and helps all of Prospera programs.
- Oversee, update and coordinate Constant Contact email lists and campaigns, and produce regular Enews publications for broad and targeted communication.

### **EVENT PLANNING AND DELIVERY**

Plan and implement two major, and numerous monthly, events that leverage and grow our membership and sponsor fundraising efforts to strengthen our brand.

- Plan and implement our signature events including the **Annual Member Luncheon, Prospera Awards Dinner, and President's Circle events.** In addition coordinate all Member Business Tours, ribbon cuttings and other co-hosted events as needed.
- Fundraising: utilize Prospera events to organize and communicate cross-marketing strategies that build membership and attract new business sponsors and individual donors.
- Promote Prospera events via marketing channels including press releases, radio and television appearances, social media promotion, and area event calendars.
- Manage event budgets and grow revenue sources while controlling costs to maximize net revenue.
- Work with the MWBC Training Manager, while organizing and promoting Prospera events, to coordinate timing of the two event tracks and their related marketing.
- Expand engagement and stewardship of members and clients through events and related outreach.
- Develop new industry-specific trainings and events with community partners, working closely with the Prospera program staff.

### **EVENT FUNDRAISING**

- Develop goals and a plan for fundraising, and adopt strategies and campaigns that reflect the ideals of the organization.
- Identify and explore donor pools, and personally work with VIP donors and event sponsors
- Plan and manage marketing benefits for event donors.
- Work collaboratively to enhance fundraising efforts, and develop alliances with other organizations and in-kind supporters.
- Keep in contact with program staff and board, apprising them of fundraising successes.

### **PUBLICATIONS AND ECONOMIC RESEARCH**

- Oversee the editorial direction, design, production and distribution of all Prospera publications both in-house and with outside design firms.
- Gather the success stories and business impact data needed to publish Prospera's **Annual Report**.
- Assist with the design and production of the annual **Prospera Economic Profile**, and plan and implement the press and media coverage for area wide impact.
- Collect and submit data for the quarterly Cost of Living Index, with the support of the Office Manager, and oversee the release of the reports to the public.
- Respond to economic data "inquiries" as needed, to connect business leaders with timely resources and information.

### **OTHER PROGRAM SUPPORT**

- Work closely with the Executive Director and Office Manager to maintain and improve onboarding and orientation for all board members.
- Support and articulate helpful client interactions (phone/email) to direct people to the right program at Prospera.
- Support the Executive Director:
  - Creating targeted audience communications via Constant Contact.
  - Assisting business clients with information and program support.
- Support the Montana Women's Business Center (MWBC) Director:
  - Respond to requests for MWBC program information.
  - Articulate the continued need for supporting women entrepreneurs in particular.
  - Funnel MWBC supporters to become involved with Prospera as members and donors.
  - Continue to clarify the MWBC's status as a program of Prospera in all communications, correcting a common misconception that the MWBC is a standalone entity.
  - Refine dual messaging and marketing strategies for MWBC services and events to connect with both men and women since, "women are our focus, but we help anyone who needs it." Educate the community that the MWBC's business counseling and trainings are open to men, while some events and resources are targeted to women.

### **Other**

- Support Program Staff in managing other duties and special assignments as needed.
- Manage and oversee related professional services for work assignments.

### **Desired Skills & Qualities:**

- A skilled communicator; with excellent writing, public speaking, and community relations capabilities.
- Adept in storytelling; translating complex material into compelling content with a knack for adaptive messaging for diverse audiences and marketing platforms.
- Exceptionally organized; a love for logistics and proven strategies for managing multiple projects.
- Analytical; comfortable with evaluating a variety of information sources and translating data and statistics into meaningful content.
- Team-building; able to coordinate with program staff to identify success stories, communicate impact, organize workflow, and meet deadlines.
- Collaborative and resourceful; able to build positive peer relationships at Prospera and with its members, clients, supporters, and community partners; with a track-record of identifying resources and drawing on staff and peer organizations to achieve goals.
- Passionate about Prospera's mission and its role servicing the needs of the community.

**Required Qualifications:**

- A four-year college degree and at least three-years of direct experience with marketing, events, and fundraising; preferably in the nonprofit sector.
- Experience with maintaining consistent branding online and in all organizational materials.
- Multi-channel marketing experience including writing, designing and distributing content via a wide array of communication channels.
- Demonstrated expertise in leading the planning and delivery of major events.
- Understanding of the roles that marketing, communications, and events play in enhancing fundraising efforts; including membership development, sponsorships, and private donations.
- Familiarity with the needs of business clients, community leaders, and government agencies as they relate to issues of economic and community development is desirable.
- Computer literacy, adept with Microsoft Office Suite, e-mail marketing tools, and donor databases.
- Desktop publishing and graphic design skills.

**Work Conditions:**

The work week is generally Monday - Friday 8:30 am to 5:00 pm, with occasional meetings and events outside these hours. Travel is required within Gallatin and Park counties, with some additional statewide.

**Compensation:**

The position is a full-time salaried exempt position. Starting salary \$42,000 to \$50,000 DOE. Benefits include paid vacation, health insurance (with HSA option), and an IRA match.

**To Apply:**

Apply by sending a detailed cover letter (2 pages max.) addressing the supplemental questions provided below, your resume, work samples of event or marketing materials you created, and three professional references. Your cover letter will be considered a writing sample in addition to serving as a personal introduction.

E-mail complete applications with “*Marketing and Events Manager*” in the subject line to Charlotte Powell, cpowell@prosperabusinessnetwork.org.

**Initial applicant reviews will begin **Monday, November 13, 2017**. Applications will be accepted past this date, as the position is open until filled.**

**Supplemental Questions:**

Our ideal candidate is a highly skilled marketing representative, event planner, and fundraising person – who can manage and execute numerous program goals with ease. This person knows how to raise funds, organize volunteers, and develop communications and content to build our organization.

*Is that you?* – please tell us more by addressing these areas in your cover letter.

- Why are you passionate about our mission?
- Do you have multi-channel marketing experience?
- Do you have experience using donor databases, managing websites, and using email systems?
- Are you highly organized and someone who can get things done?
- Do you enjoy public speaking and serving as a representative for organizations?
- Do you have a record of fundraising and growing organizational revenue?