

# Marketing and Development Manager

Reports to CEO/Director

The Great Arizona Puppet Theater (GAPT) is a nonprofit organization with a beautiful, historic building located in central Phoenix. The mission of GAPT is: to advance and promote the art of puppetry; to celebrate the great state of Arizona—its culture, heritage and ecology—through the art of puppetry; to educate children and their families; and to make a positive impact on the cultural climate of Arizona

The vision is to be recognized as one of the premiere puppet theaters in America and an essential part of Arizona's cultural community

This is a full time salaried position with two main functions that work hand-in-hand to grow the financial strength and brand awareness of the company. It is a great opportunity for a self-starter to grow their communications and fundraising skills in tandem.

## MARKETING/COMMUNICATIONS

Responsibilities include (but are not limited to):

- Coordinate GAPT's marketing and communications plan and help to generate new goals for developing brand awareness
- Create and maintain marketing and promotional content (print and digital)
- Manage email communication with patrons and donors
- Manage all social media assets (currently Facebook and Instagram)
- Promote the organization through social media and other initiatives
- Maintain website operations along with the webmaster
- Ensure ongoing improvements of website

## DEVELOPMENT/FUNDRAISING

Responsibilities include (but are not limited to):

- Oversee Donor database management
- Manage and largely execute all annual fund cultivation
- Manage grant acquisition from letters or inquiry to final reporting
- Seek out new funding opportunities
- Maintain and strengthen relationships with current funders
- Maintain regular donor communication
- Oversee data management for grant reporting

You are a good fit if you have:

- A bachelor's in communications, marketing, nonprofit leadership, or any related field OR an equal amount of professional experience in those areas
- A passion for our mission
- Strong writing and communication skills
- Ability to create high quality print and digital marketing content
- Familiarity with online marketing strategies
- Ability to represent the organization to funders and communicate our mission
- Self-motivation and great organizational skills
- Willingness to work in a small organization of committed people who share responsibilities

Additional skills are a plus, but not required:

- Some CRM and donor database knowledge (such as Constant Contact or Little Green Light)
- Experience working in small organizations and arts nonprofits
- Bilingual (English/Spanish)

Benefits include:

- \$35,000 - \$40,000 salary range
- Paid holidays, vacation, and sick time
- Paid parental leave
- Flexible work environment, part-time or more, work from home ability
- Professional development opportunities paid by the theater

As you consider this position, please keep in mind that we are a small but mighty team. All staff members wear many hats and you will have assistance from your team members and occasional interns as needed. This role has the opportunity to grow the financial strength of the organization and therefore the salary base and team as a whole.

GAPT is committed to equity, diversity, inclusion, and justice in our organization and our community. We strongly encourage applicants who are Black, Indigenous, People of Color, people with disabilities, and LGBTQIA+ individuals. Additionally, we encourage applications from recent graduates.

COVID-19 vaccine required.

Your application should be sent to [info@azpuppets.org](mailto:info@azpuppets.org) with the subject line "Marketing and Development Manager." Please include the following:

- A resume demonstrating your past experience and skills
- A cover letter, short video, or any other way you'd like to introduce yourself to us and express why you'd like to join our team
- A writing sample and/or an example of recent work to date