

Deputy Director
Job Description
Start the Adventure in Reading - STAIR

Overview

Reporting to the Executive Director, the Deputy Director is responsible for fundraising, social media and marketing, accounting, and management of STAIR in the absence of the executive director. The key job responsibilities of the Deputy Director are to:

- Secure financial support for STAIR in a cost-effective and time-efficient manner;
- Develop and deploy social media and marketing campaigns that engage STAIR's core audiences;
- Assist the executive director with achieving STAIR's financial management goals; and
- Manage the organization in the absence of the executive director.

Development Responsibilities

The Deputy Director is responsible for maintaining, planning, organizing and managing all donor lists, donor records and fundraising activities and events, in cooperation with the Executive Director, Chair of the Development Committee, Board President and the entirety of the Board of Directors.

- Coordinates corporate, foundation and organization solicitation and recognition
- Researches prospective donors, writes grant proposals, and letters of inquiry
- Reports on grants and other funding
- Researches and identifies new funding sources and successfully obtains new funding
- Coordinates all fundraising activities
- Plans, organizes and implements direct mail activities and events, including holiday card, Friends of STAIR campaign, site sponsorships, student sponsorships, STAIR Affair, and other events
- Mails and files timely acknowledgements of all donations, maintains donor database by accurately entering all required data and compiles donor lists for annual report and annual audit
- Weight 70-80%

Social Media and Marketing Responsibilities

The Deputy Director is responsible for managing STAIR's social media accounts including developing marketing materials, developing and posting social media content, updating web content, and developing direct mail campaigns with support from other staff members.

- Oversees activity on STAIR's social media platforms, i.e., Facebook, Twitter, email communication/marketing and stairnola.org
- Develops and manages Social Media Action Plan and ensures that other staff understand and own their roles and responsibilities
- Develops and manages the social media content calendar with a proactive posting schedule and ensures that other staff understand and own their roles and responsibilities
- Ensures that content from internal and external sources is shared across social media channels
- Monitors social media account activity and participates by liking, commenting, hash tagging, retweeting, etc as it makes sense
- Tracks the success of social media initiatives with reporting and analytics
- Takes action when new online marketing opportunities arise, i.e., Giving Tuesday, AmazonSmile, etc.
- Weight 10-15%

Accounting Responsibilities

The Deputy Director will support STAIR's financial management goals by performing general bookkeeping duties, including reviewing and recording accounts payable and accounts receivable transactions.

- Charges expenses to accounts by analyzing invoices and expense reports and recording entries
- Pays vendors by entering bills
- Pays employees by receiving and verifying expense reports and entering checks
- Posts donations by recording cash, checks, credit card transactions, and PayPal transactions
- Maintains accounting ledgers by verifying and posting account transactions
- Maintains financial security by following internal accounting controls
- Weight 10-15%

Hours

- Core hours occurring between 9 a.m. and 5 p.m. Monday to Friday
- Some weekend work is required
- Evening responsibilities include board meetings, annual meetings and annual fund raisers (planning meetings and events)

Qualifications

- An undergraduate degree from an accredited college or university
- At least 7 years relevant experience in nonprofit development and management
- Strong proposal and grant writing skills
- Experience planning and managing fundraising events
- Experience processing accounting transactions
- Excellent leadership and organizational skills
- Strong oral and written communication skills
- Strong interpersonal skills
- Expertise in Microsoft Office applications, donor management software, accounting software, social media platforms, etc.

Other

The STAIR Deputy Director acts in accordance with the mission, goals and objectives of the organization. This includes promoting STAIR and encouraging financial support of the organization.

Please email your resume and a cover letter to Veronica Reed at veronica@stairnola.org.

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