



Boynton Beach Palm Beach Gardens

Job Title: Marketing Website Administrator & Coordinator/Development Associate

Department: 50-62 Marketing and 50-64 Development

Location: Mandel JCC, Palm Beach Gardens (2 days) and Mandel JCC, Boynton Beach (3 days)

Classification: Full-time, salaried, exempt

Reports To: Vice President, Marketing and Director of Development

Revision Date: 5/31/18

Position Summary:

The marketing administrator and coordinator position is responsible for managing all communication through the Agency via the website. The responsibilities include but are not limited to managing the structure and content of the website, maintaining web content and graphic standards, managing web projects, prioritizing and communicating requests to ensure web presence needs are effectively and consistently met. Evaluates effectiveness, usability, and accessibility of the website; monitoring and assessing website metrics to improve site performance; facilitates ongoing maintenance and optimization of all web properties.

The Development Associate position is responsible for fostering a culture of philanthropy within the organization and broader community. Responsibilities include assuring that the organization's corporate culture, systems and procedures support fund development and vice versa. Works in collaboration with the Director of Development to plan, coordinate and assure implementation of strategies to develop donors and contributions to support the organization. Assists in the development and maintenance of appropriate systems to fund development including, but not limited to: volunteer and donor management, research and cultivation, gift processing and recognition. Maintains accountability and compliance standards for donors and funding sources.

Website Administrator Duties & Responsibilities

- Manage all website content and related layouts to ensure best practices for user experiences.
- Track, report and analyze website analytics.
- Manages and monitors webpage functionality and troubleshoots all current website issues.
- Implements all website changes, additions and/ or deletions to the website as needed.
- Provide content management training.
- Maintain the e-commerce portion of the website including but not limited to updating registration forms, credit card processing and customer receipts.
- Providing all departments with a user database of registered client lists specific to their events.
- Maintaining an updated calendar of all upcoming events.

- Performing all functions pertinent to Search Engine Optimization including:
 - Optimizing copy and landing pages for search engine optimization
 - Performing ongoing keyword research including discovery and expansion of keyword opportunities
 - Researching and implementing content recommendations for organic SEO success
- Assesses incoming project and signage requests, evaluates feasibility of requests, gathers relevant information and sets up projects with detailed assignments and deadlines.
- Takes total responsibility of various ad hoc campaign tasks and details, including maintaining sample books, securing postal advances, executing vendor payment procedures, and managing any program-related special handling.
- Oversees and manages production calendars for marketing department.
- Liaison between programmers and creative team.
- Supervises print vendors to ensure that all publications maintain a high standard of production quality and are produced efficiently, economically and meet timeline requirements.
- Responsible for hard copy and electronic archiving of all marketing materials.
- Ability to work efficiently, effectively and independently to complete assignments in a fast-paced environment with multiple competing tasks and demands.
- Ability to work collaboratively with agency staff members to form a positive, supportive team atmosphere, and maintain courteous and professional working relationships with clients, vendors and outside contacts of agency.
- Any additional duties agreed upon by Vice President, Marketing.

Development Associate Responsibilities:

Fund Development:

- Provides general oversight of all of the organization's fund development activities
- Assists Director of Development with the day to-day operations of the development function, and monitor adequacy of activities through coordination with staff, appropriate committees, and outside vendors
- Appropriately represents the JCC, its board and executive director to donors, prospects, development committee(s) and volunteers
- Cultivates relationships with donors, members, prospects, sponsors, vendors and other businesses in support of JCC events and activities

Corporate Sponsorship:

- Works across the organization to conceptualize and develop packages for sponsorship, and execute revenue generating opportunities to drive incremental revenue for the organization
- Ensures that all marketing materials represent appropriate sponsors
- Provides timely responses to prospects, and existing sponsor and partner requests, and work in a consultative manner with sponsors and partners to deepen a Mandel JCC relationship and create annuity revenue and renewal opportunities

- Identifies prospects and solicit in-kind requests. Oversee the tracking and acknowledgement of in-kind donations
- Coordinates and participate in meetings with prospective and current corporate sponsors. Oversee scheduling, meeting preparation, note-taking and recording in database and follow-up with attendees
- Works closely with the appropriate departments to ensure appropriate benefits fulfillment for sponsors
- Works with the Marketing Department to develop and maintain up-to-date promotional materials for the Corporate Sponsorship program, including organizational overview materials, brochures, web copy, and other informational pieces

Educational/experience requirements:

- Bachelor's degree or equivalent experience
- 3+ years relevant experience as a web system administration professional
- Strong organizational skills related to managing multiple tasks/resources and meeting deadlines
- Demonstrated experience in monitoring web analytics, web editing, and SEO implementation
- Proficient written and verbal communication skills