



Downtown Springdale Alliance Director of Marketing & Development Job Description

The Downtown Springdale Alliance (DSA) is currently searching for a versatile and energetic team member with a proven professional track record to serve as the organization's first Director of Marketing & Development. This position will establish, implement and execute a plan to raise necessary financial resources through multiple funding streams to support the revitalization and growing vibrancy of both Downtown Springdale and the organization's programming and operations. Additionally, the role will oversee building and managing DSA's brand identity and external marketing communications to support the initiatives of the organization—both to raise community awareness and engagement, as well as demonstrate the value of DSA's work to potential funders and stakeholders.

Experience in donor management, fundraising strategy, knowledge/practice of successful multi-faceted marketing strategies and media relations are required. Outstanding written and interpersonal communication skills—including strong public speaking capabilities—are also required.

Job Functions:

Strategic Planning – Supports the Executive Director in the development of current and long-term fundraising goals and objectives, as well as provides guidance for marketing strategies to grow the brand of DSA and Downtown Springdale to further the reach and impact of the organization.

Revenue Development – Initiates, explores and expands innovative revenue opportunities—to include identifying resource requirements, researching funding sources and identifying prospective donors to build and manage a solid fundraising portfolio, establishing opportunities to approach funders, cultivating business partnerships based upon mutually beneficial strategies; creates and submits sponsorship proposals and grant applications as well as provides subsequent reporting to grantors; actively stewards all gifts to ensure sponsorship benefits are met or exceeded and donors have full transparency regarding the outcome and impact of their gifts; administers all fundraising records and donor tax documents.

Downtown Economic Development – Works in coordination with the Executive Director to actively promote initiatives or assets that strengthen, attract and expand business opportunities within the geographic boundaries of Downtown Springdale.

Marketing and Public Relations – Assures the organization and its mission, programs, products and services are consistently presented in strong, positive images to relevant stakeholders and

the broader public. Maintains effective working relationships with community partners and provides support with messaging and materials as needed for the executive director to represent DSA and Downtown Springdale to the public and the media. Oversees creation of or directly generates daily social media content and DSA website content, printed marketing or event-related collateral, donor-focused communication, weekly newsletters, PowerPoint presentations, media releases and any other external marketing or messaging to represent DSA or Downtown activities and initiatives. Responsible to ensure activities in Downtown are consistently photographed and archived for use by DSA and partner organizations.

Financial and General Administration – Supports the Executive Director in general administration duties, including the creation of the organization’s annual budget, providing input and setting revenue goals that correlate to an established and realistic fundraising strategy.

Requirements:

- Bachelor’s degree or higher
- A minimum of four years of progressive nonprofit experience
- Comprehensive knowledge in nonprofit development and marketing
- Excellent oral and written communication (examples may be requested as part of the interview process)

Please provide cover letter, resume and three professional references to:

Jill Dabbs
Executive Director
Downtown Springdale Alliance
jill@downtownspringdale.org

ABOUT DOWNTOWN SPRINGDALE ALLIANCE

The Downtown Springdale Alliance is the go-to resource for development, knowledge and programming for Downtown. It was founded by a group of dedicated advocates to manage projects such as the Razorback Regional Greenway in downtown and the Downtown Master Plan. It is now a full-service professional downtown organization focused on cultivating and curating the overall downtown experience.

DSA is a highly collaborative organization, partnering closely with the City of Springdale, Springdale Chamber of Commerce, an array of other nonprofit organizations, downtown property owners and downtown businesses.