



**Mission:** *Champion Pima Community College by cultivating relationships for lasting positive impact*

**Vision:** *A thriving community transformed by Pima Community College*

**Purpose:** *Advocate for Transformational Philanthropy*

Pima Community College Foundation (“Foundation”) employs a dynamic team responsible for:

- Building relationships with a broad range of constituency groups
- Cultivating a variety of philanthropic gifts that benefit Pima Community College (“College”)
- Managing investments held by the Foundation for distribution to the College
- Stewarding donors through a “moves management” process
- Recognizing donor contributions
- Coordinating events that promote the mission of the Foundation and support the Chancellor’s vision
- Actively engaging with the community to showcase the Foundation and the College

We seek team members who are:

- Committed to our mission, vision and purpose
- Able to work effectively both as part of a team and autonomously
- Capable of maintaining confidentiality at the highest level
- Ethical decision-makers
- Collaborative
- Willing to challenge the status quo and offer suggestions to improve how business is conducted
- Dedicated to making a positive difference for the greater Tucson community

Supporting the students, faculty and programs at Pima Community College, Pima Foundation has been the philanthropic partner of the College for over 42 years. Managed by a volunteer board of directors, Pima Foundation holds investment assets of approximately \$13MM. Currently, the Foundation is responsible for 100 endowed funds and 200 general funds. A recent challenge grant to the Foundation is underway with the goal of raising \$10MM to achieve an additional \$5MM in matching funds, making Pima Foundation an exciting, dynamic place to work.

The selected candidate must successfully complete criminal history and credit checks relevant to their intended position in order to become an employee of the Foundation. If employed, Foundation employees are expected to abide by federal, state and local laws in both their professional and personal endeavors.

*Pima Community College Foundation is an equal opportunity employer. The Foundation values diversity and seeks talented and qualified employees from a variety of backgrounds who are willing to contribute to its mission and capable of fulfilling their duties. The Foundation does not discriminate on the basis of age, race, color, religion, sex (including gender identity, sexual orientation and pregnancy), veteran status, national origin or disability.*

**TO APPLY:** Please submit to [Saby@PimaFoundation.org](mailto:Saby@PimaFoundation.org) 1) a letter detailing your interest and manner in which you will contribute to the team; 2) your resume; and 3) a list of three professional references and their contact information. Applicant review to begin August 22; position open until filled.

**Position Title:** Marketing & Events Specialist

**Reports to:** Director of Operations

**Status:** Full-time, Exempt

**Position Summary:** The Marketing & Events Specialist is responsible for promoting Pima Foundation's brand internally (to Pima Community College) and externally (to Southern Arizona Region) particularly to support the development efforts of the Foundation.

**Essential Duties & Responsibilities:** Manages all aspects of marketing and events coordination to support the Foundation team with the goal of increasing awareness and expanding the donor base. There are currently two main areas that comprise this role in the Foundation –

*1. Marketing & Brand Awareness                      2. Events Coordination & Management*

***Marketing & Brand Awareness:***

- Promotes Pima Foundation's brand awareness through:
  - Printed collateral
  - Electronic means
  - Media partnerships (both earned and purchased)
  - Promotional items
- Works with Foundation leadership to create and implement a comprehensive marketing and communication plan intended to support fund raising and friend raising efforts
  - Reviews brand and communication guides to keep look, feel and language of marketing and communication fresh and cohesive
  - Stays current on marketing and communication strategies to deliver cutting-edge messages
- Maintains Foundation website ensuring information is up-to-date, consistent, accurate and appropriate
  - Evaluates narrative content and graphic or photographic imagery and makes improvements to increase readability and improve visitor and donor experience
  - Designs website content to meet the expectations of the marketing plan
- Develops collateral materials for use in a variety of situations and which may be distributed electronically and / or in hard copy
  - Works closely with Director of Philanthropy to design special collateral for Hillman Challenge Campaign
- Establishes strong relationships with local media outlets
  - Submits press releases on behalf of the Foundation
  - Creates content for articles or stories of interest to the public
  - Generates graphics for ads to be placed in BizTucson and / or other media
- Supervises the work of the Social Media Coordinator to expand reach across multiple platforms related to Pima Foundation and Pima Alumni
- Acts as liaison to Pima Community College's External Relations department

***Events Coordination & Management:***

- Plans, manages and implements events for the Foundation to support fund raising efforts – “Pima Foundation Presents...”
  - Develop a project management plan to guide work and set expectations

- Planning committee coordination, delegation and timeline management
- Site selection and associated negotiations, including but not limited to:
  - Menu and beverage decisions
  - AV and other equipment
  - Vendors for event, as necessary
- Invitations and registrations
  - RSVP process
  - Reminders prior to event
- Solicit and train volunteers, if needed
- Attendee follow-up after event
  - Thank you messaging
  - Attendee evaluation (if appropriate)
- Debrief of committee to evaluate success and suggested improvements following event
- Coordinates small events on behalf of the Foundation to introduce public to PCC and vision for future:
  - Chancellor Engagement Series (approximately 30-40 guests)
    - Breakfasts, lunches, dinners or social gathers
    - Usually industry focused or theme-based
    - Invitation only
  - Co-Hosted Events with Foundation and community groups (estimated attendance could range from 20-120)
  - Tours for public of Centers of Excellence, academic facilities or campuses
    - Scheduled during specific times and locations
    - Special tours designed with a particular focus
- Supports College events and “special event fund raising” efforts initiated by the College:
  - Usually department or program specific (often to raise scholarship dollars)
  - Liaison to College to act as a guide to how the Foundation may assist (some examples include):
    - College Events Department
    - Athletic Department
    - Academic Units / Centers of Excellence
- Works closely with Director of Operations to ensure excellent service to guests and the College with respect to all events
- Acts as a liaison and support to Pima Community College’s College Events Team

***General Foundation Team Responsibilities:***

- Assists in setting quarterly Foundation goals and supports all team members in working to attain both collective and individual goals
- Contributes to a Team Environment:
  - Attends team meetings and retreats and contributes thoughtfully to conversations
  - Leads by example in a professional and positive manner
  - Asks questions to clarify expectations
  - Takes calculated risks
  - Performs other related duties as assigned including tasks outside the normal scope of the position, e.g. covering for an absent colleague

**Minimum Qualifications:**

### ***Required:***

- A professional portfolio documenting marketing projects and list of clients served
- Demonstrated ability to coordinate both intimate gatherings and large-scale events
- Excellent verbal and written communication skills, including proofreading and editing abilities
- Graphic design background, including photo editing
  - Canva, Adobe Creative Suite, Google Analytics, CRM systems (Raiser's Edge)
- Creativity and “outside of the box” approach to marketing and events
- Advanced Microsoft Office Skills, particularly Excel and Word (e.g. mail merge)
- Demonstrated personal commitment to civic engagement and social justice
- Proven problem-solving orientation, organizational skills and careful attention to detail
- Demonstrated ability to maintain an effective customer service orientation

### ***Preferred:***

- Associate degree in marketing, communication or related field plus equivalent experience or Bachelor’s degree
- 2 – 4 years experience marketing for a non-profit organization
- 2 – 4 years coordinating events
- Experience with web design and maintenance

### **Work Hours / Location:**

- Pima Foundation Office – 4905C E Broadway #252 | Tucson Arizona 85709 (PCC District Office Complex)
- Remote work may be a possibility
- Early morning, evening and / or weekend hours may be required on occasion
- Local and / or out-of-town travel may be required periodically

### **Annual Salary:**

- \$40,000 - \$50,000
- Performance bonus pool opportunity available

### **Benefits Available:**

- Health and dental insurance
- Long- & short-term disability coverage
- Life insurance
- Retirement – Simple IRA (maximum 3% employer match)
- Cell phone reimbursement
- Mileage reimbursement
- Generous paid holidays, paid time-off and sick-time accrual

### **Supervises:**

- Social Media Coordinator

*Position descriptions will be reviewed for accuracy on a regular basis. The Foundation reserves the right to make changes to position descriptions as necessary to maintain effective operations.*