



AmeriCorps VISTA – Development & Marketing Assistant at SEO Scholars San Francisco

THE PROGRAM

SEO Scholars is a free eight-year academic program that gets motivated, low-income public high school students to and through college with a rigorous out-of-school supplemental academic curriculum, college guidance and the leadership development necessary to gain admission to, and succeed at, competitive colleges and universities. At SEO Scholars we have a proven track record of success: 90% of our Scholars graduate from college. The impact of a college degree is well-documented. College graduates are estimated to out-earn their peers by more than \$1 million over the course of a lifetime, thus breaking the cycle of poverty within their families. SEO Scholars San Francisco is the first expansion region for this program and aims to replicate for Bay Area students the stellar outcomes that the program has delivered in New York City.

THE JOB

SEO Scholars San Francisco is seeking a motivated individual to join a small, fast-paced team committed to executing our mission with excellence every day. This individual will support and help drive fund development efforts in three major areas: engaging our community of supporters, branding and marketing, and database management. The ideal candidate is meticulous and detail oriented, passionate about our mission, and a quick learner.

Start Date: 02/18/20

This position is a one-year commitment, full-time Monday-Friday, 9-6pm. The development & marketing assistant reports to the senior development manager.

GOALS OF THIS POSITION

Fund Development

- Support planning and coordination of annual fundraising events, including two major board-related events (Annual Achievement Benefit, Friend-raising cocktail party) and Leadership council fundraising events (Giving Tuesday, Fall/Spring Fundraisers, Alumni Happy Hour, program related events)
- Support in community building efforts through volunteer recruitment of mentors, speakers and panelists and research, implement volunteer tracking system for improved engagement
- Research and support implementation of best practices for prospect stewardship and cultivation

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Database Management

- Lead efforts to ensure that donors' gifts are documented, processed and acknowledged in an accurate and timely fashion, recording all gifts in our fundraising database, Salesforce, and sharing gift documentation with the national Finance function in New York
- Lead gift follow-up efforts, including generating timely gift acknowledgement letters and tracking timely pledge fulfillment
- Streamline and document database processes, provide support during database migration and implementation and develop a clear onboarding manual
- Reviewing and analyzing data to inform development strategies

Marketing

- Continue the work of the previous AmeriCorps member to implement and document an enhanced marketing strategy for our community of supporters through year of service.
- Continuous development of marketing & branding materials with an emphasis on building upon website, blog, social media, and content support.
- Research outreach strategies to build our brand and community, to increase awareness of our program. Includes collaboration with our program team around Scholar recruitment.

THE TEAM

SEO Scholars San Francisco is a team of 10 full time staff, 8-10 part-time instructors and 4-6 other part-time staff. The role will provide exposure to how a regional non-profit organization functions, proximity to an amazing group of high school students and a top-notch program, and the opportunity to collaborate with a highly experienced team.

REQUIREMENTS

QUALIFICATIONS

- Extremely organized, efficient and detailed oriented
- Experience with Windows and Excel
- Ability to manage competing priorities in a dynamic and fast paced environment
- A strong work ethic and positive attitude with a willingness to be flexible to get the job done
- Superb interpersonal, written and verbal communication skills
- Demonstrated ability to execute on short-term, deadline-driven tasks, as well as long-term projects requiring collaboration with colleagues
- Meticulous attention to detail
- Prefer strong administrative skills and proficiency in Salesforce or other donor database system required
- Bachelor's degree

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BENEFITS:

This is an AmeriCorps VISTA opportunity to spend one year serving full-time to make a difference for Bay Area students. In addition to the AmeriCorps living stipend SEO Scholars provides:

- \$150/month housing stipend
- \$120/month transportation stipend
- \$50/month grocery stipend

For a full list of the benefits of service go to <https://www.vistacampus.gov/in-service/benefits-service>

TO APPLY

Go to the [opportunity listing](#) and complete the AmeriCorps VISTA application process. In addition to the AmeriCorps application, please send your resume and cover letter to jacqueline.smith@seo-usa.org, please specify "Development & Marketing Assistant AmeriCorps VISTA - Your Name" in the subject line.

Go to the opportunity listing to start the AmeriCorps application process:

<https://my.americorps.gov/grantee/listing/viewListing.do?id=92502>