



Community Engagement and Development Manager

Salary range: \$52,500-\$60,000

Position Overview

The Community Engagement and Development Specialist will serve as a versatile leader responsible for driving AEF's growth through an integrated approach to fundraising, community outreach, engagement, and marketing. This role will build sustainable funding streams, expand the organization's reach, and strengthen relationships with donors, partners, and the broader community. By blending strategic marketing, compelling storytelling, event execution, and donor cultivation, the specialist will elevate AEF's brand, increase participation in its programs and events, and amplify its mission impact across the state. The ideal candidate is a dynamic, mission-driven professional who excels at connecting people to purpose—equally comfortable crafting digital campaigns, building donor relationships, managing high-visibility events, and representing AEF in public settings. Strong skills in creative communications, relationship management, and data-informed strategy are essential.

Key Responsibilities

Integrated Fundraising & Donor Engagement

- Lead the identification, cultivation, and stewardship of individual donors (new and legacy), including recurring giving programs to ensure sustainable revenue for AEF and its initiatives.
- Collaborate with the CEO and CSO to design and execute integrated fundraising campaigns that combine compelling storytelling, targeted marketing, and personalized outreach.
- Support major fundraising events and sponsorship efforts by developing promotional strategies, managing deliverables, and ensuring strong donor recognition and visibility.
- Assist with CRM management, donor tracking, and reporting to measure and optimize fundraising performance.
- Procure event sponsorships and build business partner relationships that result in increased funding.
- Manage a grant-writing portfolio of up to 20 (two per month) applications.

Community Outreach & Relationship Building



- Lead AEF’s “Shine Squad” Volunteer Engagement program.
- Represent AEF at community events, tabling opportunities, membership meetings, public committees, and partner gatherings to raise awareness and recruit participants.
- Cultivate and maintain strategic partnerships throughout the state to advance AEF’s mission and expand program reach.
- Act as a visible brand ambassador, building authentic connections that convert community awareness into engagement and support.

Event Planning & Community Experiences

- Conceptualize, plan, and execute AEF events (fundraisers, awareness campaigns, program showcases, etc.) in collaboration with the CEO, CSO, and program staff. Responsibilities include:
 - Venue research, contract negotiation, and budget development/tracking
 - Attendee management, ticketing, volunteer coordination, and logistics
 - Creation of all print and digital collateral
 - Post-event evaluation, surveys, and continuous improvement recommendations

Strategic Marketing & Communications

- Own AEF’s digital marketing strategy (e-news, socials), developing content calendars that blend storytelling, donor appeals, program highlights, and community engagement.
- Manage multi-channel content creation, including print collateral (newsletters, annual reports, brochures), digital assets, graphics, and short-form video.
- Track key performance indicators (KPIs) across fundraising, engagement, and marketing efforts and deliver regular reports to leadership.
- Serve as the primary point of contact for media inquiries (in consultation with the CEO), drafting press releases, op-eds, and talking points.
- Work with an external media vendor to coordinate media appearances for AEF leadership, staff, and program participants (e.g., Teacher of the Year, Bee winners).

Qualifications & Desired Attributes

- Bachelor’s degree in marketing, communications, nonprofit management, public relations, or a related field (or equivalent experience).
- 3+ years of progressive experience in nonprofit fundraising, marketing, community engagement, or a similar role.
- Proven success in donor cultivation, event planning, digital marketing, and media relations.



- Excellent written and verbal communication skills with a talent for persuasive storytelling.
- Proficiency with CRM systems, social media platforms, graphic design tools (e.g., Canva, Adobe Creative Suite), and Microsoft Office/Google Workspace.
- Highly organized, collaborative, and able to manage multiple priorities in a fast-paced environment.
- Passion for AEF's mission and a commitment to equity, community impact, and measurable results.