



# Digital Marketing Manager



Community  
Foundation  
for Southern Arizona

Together, we are building an  
equitable and vibrant community  
for all Southern Arizonans.

[cfsaz.org](http://cfsaz.org)  
520-770-0800





## OUR MISSION

To build a thriving Southern Arizona through philanthropy.

## OUR VISION

A vibrant and equitable community for all Southern Arizonans, now and forever.

## OUR VALUES

- Community
- Generosity
- Trust
- Savvy
- Adaptability

## OUR IMPACT

Founded in 1980, the Community Foundation for Southern Arizona has supported Southern Arizona with over \$260 million in grants and scholarships, stewarding the philanthropic legacy of our community's generous donors and increasing the breadth and depth of resources available to nonprofit organizations in our region.

The impact we make is a collective one, with funds held by individuals, families, and businesses with unique interests, ideas, and passions. Our work touches every aspect of daily life, including animal welfare, arts and culture, community development, education, environment, health and human services, and more.



It is my greatest joy to inspire a passion for giving in others - helping them achieve their philanthropic goals, and working together to create an equitable and vibrant community for all Southern Arizonans.

- Jenny Flynn, President and CEO

## CFSA BY THE NUMBERS

# 24,000

square feet of solar-powered nonprofit office, meeting, and event space at the Community Foundation Campus

# \$260+ million

in grants & scholarships awarded since 1980

# 450+

Home to more than 450 funds benefiting a wide range of causes

# \$191+ million

IN TOTAL ASSETS

# 1,500+

hours of free organizational development support offered through CFSA's Center for Healthy Nonprofits in 2023

# \$19+ million

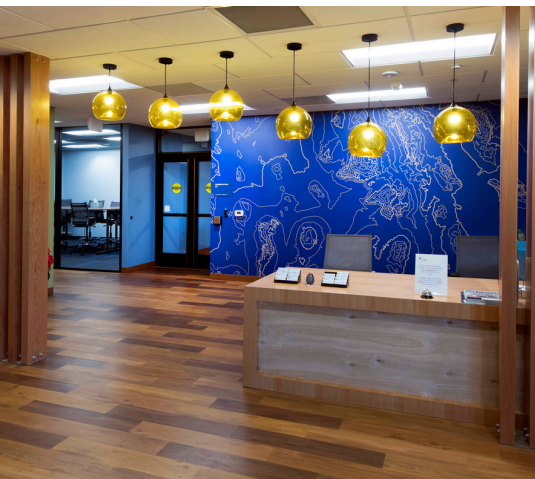
grants & scholarships awarded in 2023

# \$14+ million

contributions received in 2023

# seven

Southern Arizona counties served:  
Pima, Santa Cruz, Cochise, Yuma,  
Graham, Greenlee, and Pinal



Community  
Foundation  
campus

At the Community Foundation Campus, more than 20 nonprofits of different missions, models, and maturity are working and growing side by side. A modern, light-filled space, the Campus offers local nonprofits multiple ways to convene, collaborate, and grow.



## A UNIQUE PLACE TO WORK

In addition to competitive salaries and generous benefits, CFSA offers employees a beautiful workplace that embodies our commitment to collaboration, inclusion, and environmental sustainability. The Community Foundation Campus is home to over 20 nonprofit organizations, all working to make a difference in Southern Arizona. With office and event spaces of various sizes, the CF Campus offers comfortable spaces designed to support collaboration for teams of two, twenty, or even two hundred - and it is all solar-powered!

The rooftops and parking structures at CF Campus are home to 252 solar panels capable of producing 200,000 kilowatt-hours of energy each year. In addition to increasing the sustainability of our services and directly reducing operating costs for our nonprofit suite tenants, those panels are helping the CFSA minimize our environmental impact. By shifting to solar power, CFSA is preventing more than 410,000 pounds of carbon dioxide emissions and saving over 95,000 gallons of water annually.

In true Tucson style, CFSA offers staff members and the other nonprofit tenants at the CF Campus a compelling outdoor space filled with native plants, shade trees, and seating to enjoy their lunch break or work outside and enjoy the sunshine. CFSA is also committed to highlighting the diversity of artistic talent in our community at the CF Campus. From the large-scale mural on the exterior to the variety of local artwork that fills the walls of the main building, the space is filled with color and light.



I like working at the Community Foundation for Southern Arizona because you get to work with people that want to make a positive impact in the community we live in. I also appreciate the value that CFSA places on their staff and ensuring that we have a good work-life balance. This is one of the first workplaces where I've felt my personal life is as valued as the work I do in the office.

- Enedina Miller, CFSA Community Impact Manager

# A FOUNDATION FOR GOOD

At the heart of everything we do is our commitment to stewarding the philanthropic legacy of our donors and our dedication to working in partnership with nonprofit organizations in our region. Through a variety of initiatives, CFSA brings together the people and resources needed to create an equitable and vibrant community for all Southern Arizonans. Here are some highlights from a few of our initiatives.

## Center for Healthy Nonprofits

# 1500+

Hours of organizational development support offered through the Center in 2023

Beyond grantmaking and convening, the Community Foundation for Southern Arizona supports local nonprofits with capacity-building and organizational development assistance through its Center for Healthy Nonprofits. Tapping into the rich resources of the nonprofit consulting community in Southern Arizona and nationally, the Center offers nonprofits of all sizes valuable guidance and skill development.

The Center's training programs include a variety of workshops, roundtables, and seminars featuring both "hot topics" and essential nonprofit management and leadership curricula. From workshops dedicated to self-care practices to multi-session programs to increase basic fundraising knowledge and skills, the Center offers a wide variety of resources.

Founded in partnership with esteemed educator and civic leader Dr. Anna Jolivet, the African American Legacy Fund (AALF) works to address the educational and economic disparities faced by African Americans who call Southern Arizona home.

Working with generous donors and a committed local advisory board, this initiative supports innovative and inspiring educational programs, invests in the development of Black and African American leaders, and champions Black-led organizations.

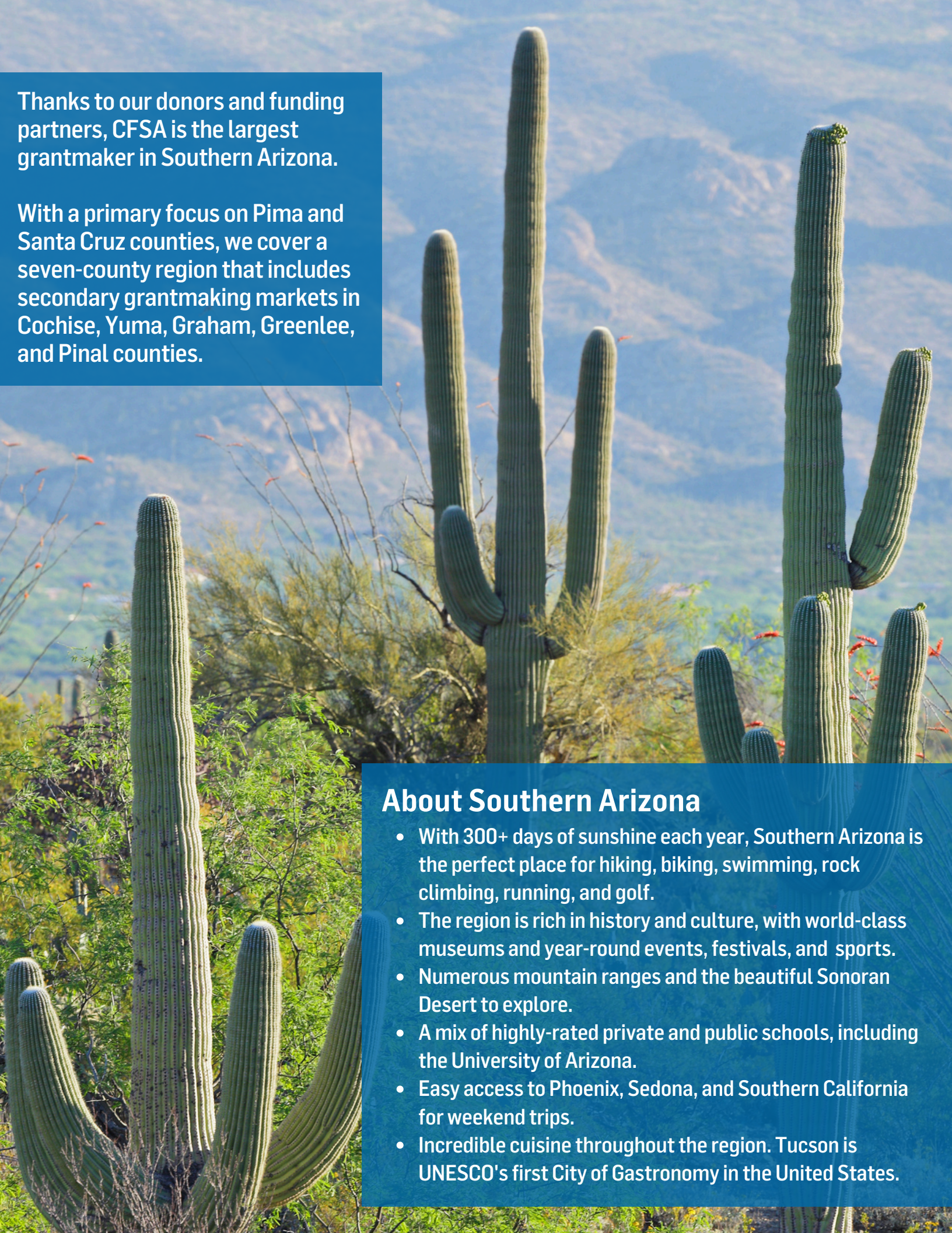
Since 2015, the African American Legacy Fund has awarded over \$350,000 to organizations serving the African American community in Southern Arizona.



The Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ+) Alliance Fund was created in 1999 by the Community Foundation for Southern Arizona with support from donors, community members, and the National Lesbian and Gay Community Funding Partnership.

The mission of the Alliance Fund is to foster charitable giving in support of programs and initiatives that benefit the LGBTQ+ community in Southern Arizona. To date, the Alliance Fund has awarded \$1,312,957 to 80 local organizations. In 2022, the Fund shifted to offering multi-year grants to better support the nonprofit partners providing essential services to queer members of our community.





Thanks to our donors and funding partners, CFSA is the largest grantmaker in Southern Arizona.

With a primary focus on Pima and Santa Cruz counties, we cover a seven-county region that includes secondary grantmaking markets in Cochise, Yuma, Graham, Greenlee, and Pinal counties.

## About Southern Arizona

- With 300+ days of sunshine each year, Southern Arizona is the perfect place for hiking, biking, swimming, rock climbing, running, and golf.
- The region is rich in history and culture, with world-class museums and year-round events, festivals, and sports.
- Numerous mountain ranges and the beautiful Sonoran Desert to explore.
- A mix of highly-rated private and public schools, including the University of Arizona.
- Easy access to Phoenix, Sedona, and Southern California for weekend trips.
- Incredible cuisine throughout the region. Tucson is UNESCO's first City of Gastronomy in the United States.



# THE OPPORTUNITY

## POSITION OVERVIEW

The Digital Marketing Manager is responsible for the implementation and evaluation of digital communications across the organization. This position is responsible for the content, design, analytics, and maintenance of CFSA's website, social media outlets, and other related digital spaces (email marketing, website listings GuideStar, Google business pages, etc.) and will ensure that the brand identity and messages are presented consistently and effectively across all digital platforms. This position also supports general marketing and communications efforts for CFSA overall.

## KEY RESPONSIBILITIES

1

### **Digital Marketing**

The Digital Marketing Manager develops, executes, and evaluates digital communications to strengthen CFSA's online presence and brand consistency. This role manages content, design, analytics, and maintenance across CFSA's website, social media, and digital channels, including email campaigns and website listings. They will ensure consistent brand messaging across platforms, supporting CFSA's overall communications and marketing strategy.

2

### **General Marketing & Communications Support**

The Digital Marketing Manager supports CFSA's Philanthropy and Community Impact departments by creating content for emails, newsletters, website updates, and press releases. This role oversees core communications like annual reports and email campaigns, collaborates with vendors on multimedia projects, and ensures brand compliance across all communications.

3

### **Event Support**

The Digital Marketing Manager will work with the marketing team to develop strategic promotional plans for CFSA's signature events, including the Community Celebration, Community Impact Night, Donor Holiday Party, and Legacy Luncheon, as well as other important events like initiative fundraisers, community engagement activities, stewardship events, and educational workshops. This role will require occasional evening and weekend work to support these key events.

## CANDIDATE PROFILE

Excellent organizational skills, attention to detail, and a high level of accuracy are essential to this role. A high level of computer proficiency is required, as is the ability to prioritize and problem-solve in a fast-paced work environment.

The ideal candidate will bring a strategic, inclusive, and collaborative approach to the role. As a place-based organization, the selected candidate is expected to reside in Southern Arizona.

We know there are great candidates who will not fit everything we have described above or who have important skills we have not considered. If that's you, do not hesitate to apply and tell us about yourself.

HOW TO APPLY

To apply, please email your cover letter and resume to [hr@cfsaz.org](mailto:hr@cfsaz.org). Please put “Digital Marketing Manager” in the subject line of your email.

Please visit our website at <https://cfsaz.org/who/employment/> to view the complete job description.

COMPENSATION

The salary range for this position is \$60,000 to \$65,000, commensurate with experience.

CFSA offers full-time employees:

- 401(k) retirement with employer match. Eligible after 3 months of full employment with full vesting, with CFSA contributing 4% of salary and matching up to 4% more upon establishment of the account, for a total potential match of up to 8% with 4% guaranteed.
- Health insurance: CFSA covers 80% of the employee premium and 50% of all dependent coverage costs under the base plan.
- Dental and vision insurance: CFSA covers 90% of the employee premium.
- Life, accident, death, and dismemberment insurance: CFSA covers 100% of the employee premium.
- Short-term and long-term disability: CFSA covers 100% of the employee premium.
- Ten paid holidays, one day of paid volunteerism, and twenty days of paid time off in year one.
- Paid family leave.
- A flexible work environment that supports a healthy work/life balance and hybrid work options.

TOTAL REWARDS

The Community Foundation for Southern Arizona offers an outstanding total rewards package to meet employees’ health and wellness needs, promote professional development and career growth opportunities, recognize performance, and provide retirement resources.

<p>Health &amp; Wellness</p> <ul style="list-style-type: none"><li>• Medical</li><li>• Dental</li><li>• Life Insurance</li><li>• Disability</li><li>• Employee Assistance Program</li></ul>	<p>Financial</p> <ul style="list-style-type: none"><li>• Base Pay</li><li>• Team Bonus</li><li>• Retirement Plan with match</li><li>• Paid Time Off</li></ul>	<p>Culture</p> <ul style="list-style-type: none"><li>• Mission-driven</li><li>• Rewarding Work</li><li>• Inclusion, Diversity, Equity, and Access</li><li>• Hybrid Work Model</li></ul>	<p>Training</p> <ul style="list-style-type: none"><li>• Training and Development</li><li>• Career Growth</li><li>• Training Budget</li></ul>
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