

# TEEN CHALLENGE ADVENTURE RANCH

## Marketing & Engagement Specialist

**Location:** Morrow, Arkansas

**Department:** Administrative

**Reports To:** Director of Marketing & Development

**Position Type:** Full-Time, Onsite

**Pay Range:** \$18-\$22 per Hour

### Position Summary

The Marketing & Engagement Specialist plays a key role in cultivating meaningful relationships with donors and supporters. This position is responsible for coordinating donor and stakeholder messaging across multiple platforms, including email, social media, direct mail, and event engagements. The ideal candidate is highly organized, passionate about mission-driven work, and is fluent with a variety of platforms and programs used in digital marketing and donor engagement.

### About the Organization

Teen Challenge Adventure Ranch is a Christ-centered residential treatment center for teens ages 14-17 struggling with substance abuse, mental health or high-risk behaviors. Founded in 1973, our boys campus has been operating for more than 50 years. We are currently expanding to open a second campus for teen girls planned for early 2027. Our facilities operate as state-licensed, CARF-accredited residential facilities for adolescents. All candidates must pass a federal background check and drug screening to be considered for employment.

### Key Responsibilities

#### Communications

- Maintain editorial calendars for social media, email and direct mail campaigns.
- Assist in creating impact, appeal, and marketing content for digital and print channels.

#### Donor Relationship Management

- Assist in cultivating relationships with current and prospective donors through personalized communication and engagement.

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- Coordinate donor outreach including thank-you calls, emails, handwritten notes, and follow-up communications.
- Support the growth of donor relationships by tracking engagement activity and next steps within the CRM.
- Maintain accurate donor records, notes, and interactions in the organization's donor database.

## **Stewardship & Donor Experience**

- Coordinate donor stewardship efforts including thank-you letters, impact updates, and recognition.
- Help plan and execute donor appreciation events, tours, and engagement opportunities.
- Assist in preparing donor reports and updates demonstrating program impact.
- Ensure donors receive timely acknowledgment and communication following gifts.

## **Campaign and Fundraising Support**

- Support development campaigns, appeals, and fundraising initiatives.
- Assist with donor segmentation and targeted outreach efforts.
- Coordinate logistics and follow-up related to fundraising campaigns and initiatives.

## **Administrative & CRM Management**

- Maintain donor database accuracy and integrity.
- Generate reports to track donor engagement, retention, and giving patterns.
- Assist with donor prospect research and data organization.
- Coordinate donor communication schedules and follow-up tasks.

## **Qualifications**

- Bachelor's degree or equivalent experience in nonprofit management, communications, marketing, business, or related field.
- 1–3 years of experience in nonprofit development, fundraising, or customer relations.
- Strong organizational and project management skills.
- Excellent written and verbal communication abilities.
- Experience with CRM platforms (such as Salesforce, Bloomerang, or Monday CRM) preferred.
- Ability to manage multiple priorities while maintaining attention to detail.
- Passion for the mission and values of the organization.
- Experience working with social media platforms, email list software, and WYSIWYG design software (Canva or similar)

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## Key Competencies

- Relationship building and interpersonal communication
- Attention to detail and organization
- Initiative and proactive follow-through
- Donor-centered thinking
- Collaboration and teamwork
- Fluency with digital technologies