



**Last
Updated:
May 2012**

Capture the Dream, Inc. Position: Marketing Manager

Who We Are

Established in July 2006, Capture the Dream, Inc. is a registered, 501(c)(3) non-profit organization, dedicated to helping underserved and at-risk individuals succeed in school and find fulfilling, sustaining careers. We foster hope, love, and support to youth at critical time periods to empower them to overcome adversity and achieve their dreams. No dream is too small and no dream is too large.

Our organization offers several ongoing programs such as our *Capture a Dream* program that offers gift grants to low-income children throughout the Bay Area. Each gift grant embraces the value of education, arts, sports, and culture to encourage and motivate children in a time of need. In addition, our *Interpret a Dream* program pairs up career-minded individuals with mentors in a career field of interest. Our scholarship fund provides \$1,000 scholarships to students in need. Along with these programs, we also donate school supplies through our annual DreamPack campaign and distribute Christmas gifts through our *Adopt a Family* program.

This past year, we were able to fulfill the dreams of over 2,000 Bay Area youth and distribute over \$250,000 in goods and services to those in need. In addition, Capture the Dream, Inc. has been recognized in the Oakland Tribune, UC Davis Magazine, a local New York Television Show, People Magazine, AsianWeek, World Journal, AT&T Community Spotlight Hero Award, 2007 Maybelline Empowerment through Education Award, Oakland Mayoral Proclamation, San Francisco Mayoral Proclamation, San Francisco Board of Supervisors Certificate of Honor, California State Senate Certificate of Honor, Appreciation Award from the Taiwanese Consulate, PG&E Community Service Award, and Pinnacle Award.

Summary

Capture the Dream, Inc. is looking for a Marketing Manager to create and execute on marketing campaigns for the promotion of programs and events to potential partners, clients, and donors. This role is vital to the development and success of Capture the Dream, Inc.

Previous experience working with a non-profit organization is helpful but not necessary.

Duties and Responsibilities

- Prepare and edit marketing campaigns, marketing collateral, website copy, presentation graphics, newsletters, testimonies, and assist other departments as directed.
- Assist in the development and production of mailers, promotional literature, and brochures



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- Assist in updating the official website, social media, and other digital media
 - Organize special marketing events (i.e. fundraisers, community events, videotaping, charity events)
 - Coordinate photographers and videographers for marketing opportunities and maintain photo files
 - Other duties as assigned

Qualifications

- 1-2 years marketing experience
- Excellent organizational and prioritization skills
- Strong writing and editing skills with the ability to convey ideas in a concise, clear and persuasive manner
- Self-motivated with the ability to work with no supervision
- Ability to work with detailed and confidential information

Compensation

This is a volunteer position. There will be no financial compensation. Volunteer will receive experience within this career field and an exceptional letter of recommendation. We reward our volunteers with special promotional items, events, tickets, and other opportunities.

To apply, please send cover letter and resume to: kasim@capturethedream.org

For more information, please visit us at: <http://www.capturethedream.org>

Capture the Dream, Inc.

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