



Position: Marketing & Development Specialist

Organization: Insulin for Life USA (IFL USA)

Job Type: Full-time, Exempt, in-person

Location: Gainesville, FL

Reports to: Executive Director

Compensation: \$65,000

Benefits: \$3,000 health stipend; 12 holidays, 5 vacation days (first year), 1 sick day per month

Schedule: Monday to Friday: 9 am – 5 pm (occasional evenings or weekends for events or campaigns)

About Insulin for Life USA:

Insulin for Life USA is a 501(c)(3) nonprofit dedicated to providing lifesaving insulin and diabetes management supplies to individuals who otherwise would go without. Our work extends both across the U.S. and internationally, including during domestic disasters. Learn more at www.iflusa.org.

Work Environment:

Collaborative, mission-driven, and caring nonprofit team. We are committed to creating an inclusive, respectful, and diverse workplace rooted in mutual support, compassion, and a shared belief in health equity. Every team member at IFL USA contributes directly to saving lives by ensuring people with diabetes, both in the U.S. and around the world, have consistent access to insulin and essential diabetes supplies.

Job Description:

The Marketing and Development Specialist supports the Executive Director in planning and executing fundraising strategies, cultivating donor and partner relationships, and building the visibility and sustainability of Insulin for Life USA. This position blends traditional and digital fundraising with marketing, community engagement, and communications to tell our story effectively and secure support from a variety of sources.

The ideal candidate is a creative, self-driven professional who can manage donor cultivation, craft compelling campaigns, design outreach materials, and organize events with a clear focus on growth and sustainability.

Marketing and Development Specialist brings both people skills and graphic design tools to the table, connecting with donors while producing content that deepens engagement with our mission.

Essential Duties and Responsibilities:

Fundraising and Development

- Support the Executive Director in implementing fundraising, development, and sustainability goals
- Research, identify, and solicit funding from individuals, foundations, corporations, and government sources
- Manage and promote crowdfunding campaigns and online donation platforms
- Help build and manage a pipeline for major gifts, sustaining donors, and planned giving
- Support developing and implementing strategies for building a long-term-investment reserve/quasi-endowment
- Coordinate and execute special online, remote, and in-person fundraising events, including logistics, promotion, and follow-up
- Maintain donor database, track interactions, and support donor moves management
- Assist in preparing grant applications and development-related reports
- Ensure ongoing donor stewardship through thoughtful communication and relationship-building

Marketing & Communications

- Develop compelling marketing campaigns and content in alignment with IFL USA's brand
- Create graphics, print materials, and social media assets using Canva or other tools
- Manage IFL USA's presence on major social media platforms (Facebook, Instagram, LinkedIn, etc.)
- Utilize Google Ad Grants and other digital marketing tools to amplify the organization's reach

- Help create and distribute newsletters, press releases, and media content
- Cultivate media relationships and pitch stories to local, regional, and national outlets
- Monitor campaign performance and engagement analytics to guide content strategy
- Maintain and update IFL USA website

Community Engagement & Partnerships

- Help build and maintain relationships with peer organizations, regional fundraising associations, and community and industry partners
- Help grow and support partnerships with affinity groups and community networks around IFL USA's mission
- Represent IFL USA at events, conferences, and networking opportunities
- Work with staff to integrate marketing and development efforts across programs

Cross-Departmental Support

- In times of organizational overflow or urgent need, assist with supply processing, packing, and shipments alongside the Outreach and Processing team
- Collaborate with the Outreach and Processing team on messaging for donors and the public
- Support the Executive Director on organization-wide initiatives, story-telling, and reporting

Requirements:

- Minimum 3 years of experience in marketing, fundraising, and donor development in the nonprofit sector
- Proven ability to manage multi-channel fundraising, from major gifts to online campaigns

- Skilled in using Canva or other design software for outreach materials
- Experience managing and growing social media presence for an organization or brand
- Strong writing and communication skills for a variety of audiences
- Demonstrated experience in donor stewardship and relationship-building
- Familiarity with Google Ad Grants, email marketing tools, and analytics platforms
- Experience with event planning and execution
- Creativity and ability to deliver results and manage multiple deadlines with strong attention to detail
- Team-oriented, flexible, and able to work independently in a small office environment
- Commitment to IFL USA's mission and values

Preferred Qualifications:

- Bachelor's degree in Communications, Marketing, Nonprofit Management, or related field
- Existing relationships or involvement in regional or national fundraising associations
- Experience working with mass media and community outreach
- Familiarity with donor database/CRM tools
- Demonstrated success with grant writing and grant reporting
- Ability to understand and reflect healthcare equity in messaging and storytelling

Special Instructions for the Applicant:

To be considered for this position, please email the following materials to Svetlana Hutfles, Executive Director, at svetlana@iflusa.org:

- Resume
- Cover letter outlining your relevant experience and alignment with IFL USA's mission
- A portfolio or samples of past marketing/fundraising materials
- A list of three references, including their full contact information

Please use the subject line: Marketing & Development Specialist – IFL USA Application