

The Office of the First Selectman is pleased to announce and welcome Amber Wakley as the Town of Stafford's Grant Writer and Marketing Specialist. This new, multi-faceted role was created to bolster economic development by expanding the town's grant portfolio and developing a successful marketing strategy for Stafford's future. In this new era of even more difficult financial times, this position is that much more valuable. Wakley will research, write and prepare grant proposals to raise funds for local programs and services, serve as local business liaison and oversee social media and website functions. Additionally she will promote town events and coordinate delivery of information, providing factual data about Stafford and most importantly, clearing up any inaccuracies or misinformation. Immediately, she will be working on specific grants that are available to help fund her position.

Wakley has over 10 years of extensive experience in nonprofit development, communications, marketing and graphic design. She joins Town Hall having most recently been Editor of Go Local Magazine, a monthly publication circulated in Connecticut and Massachusetts. There, she conceptualized and launched the popular publication by researching leads, writing and deciding content, creating layouts and organizing phases of pre-production. She's earned numerous state and national awards, including the IFPA Vic Jose Award for General Excellence which represents the highest accolade based on editorial content, graphic design, photographic excellence, and publishing professionalism. Previously, she successfully freelanced, working in a variety of roles and industries, specializing in organizational management, social media marketing, web content management and graphic design. As Director of Marketing and Communications at the Channel 3 Kids Camp from 2007-2013, she worked closely with the Executive Director to develop fundraising plans, manage strategic partnerships, and managed the organization's media functions. Wakley earned dual Bachelor's Degrees from Keuka College in New York, majoring in both Organizational Communications and Visual Verbal Art and Design. A resident of Stafford for 10 years, she's deeply engaged in the community, most recently on the volunteer Board of Directors for the Stafford Community Farmers' Market. With her vast experience, she'll be able to "hit the ground running!"

Primary functions of the Grant Writer and Marketing Specialist will include prospect research on grantors, developing grant proposals to assist in meeting and fulfilling Town needs, reporting outcomes and corresponding with funders. Additionally, the position will develop public relations functions, graphic design projects, social media procedures and marketing initiatives. Through working with the Economic Development Commission and local business owners, the ultimate goal is to attract new residents and businesses to Stafford.

"I'm thrilled to transfer my experience and leverage my skills for the betterment of Stafford," says Wakley. "I'm more than excited and eager to make a true difference and commit myself to our lively, beautiful town."

Please feel free to stop by and visit Amber at the Town Hall on the 3rd floor, email her at: amberw@staffordct.org or call her cell #: 860-331-0243