



## Job Posting: Development & Communications Coordinator

TITLE: Development & Communications Coordinator

POSITION SUMMARY: Under the supervision of the Vice President of Fund Development, the Development & Communications Coordinator will assist in the execution of fundraising and communications initiatives to further the mission of the Belle Isle Conservancy. Duties include managing projects, grants and gifts; developing marketing collateral and event-related materials; managing the Belle Isle Conservancy website and social media channels; writing content for appeal campaigns and newsletters; and fulfilling other fund development tasks, as needed.

### ESSENTIAL FUNCTIONS:

#### FUND DEVELOPMENT

- Assist in the creative process and implementation of fund development initiatives including retail operations, membership, appeals, campaigns, tributes, and planned giving.
- Assist in administration of grant-funded and donor-funded projects, including coordinating project planning meetings, managing contractors, and reporting on outcomes.
- Support the Fund Development team in event management - planning and execution of fundraisers, marketing and promotions, sponsor fulfillment, day-of production, and post-event wrap-up.
- Support the cultivation and fulfillment associated with donor and corporate relationships.
- Develop fund development reports to summarize and effectively articulate financials and social impact.
- Support processes for donation procurement and acknowledgement.
- Assist with coordinating work related tasks for volunteers and interns.
- As needed, enter gifts into database using consistent entry procedures.
- Other duties as assigned.

#### COMMUNICATIONS AND MARKETING

- Assist with the development and implementation of marketing and public relations strategies.
- Manage the execution of materials for events, solicitations, and public information. Collateral materials include invitations, sponsorship packets, signage, social media campaigns, videos, brochures, postcards, etc. Candidate should have basic graphic design familiarity and/or ability to coordinate with graphic design and printing vendors.
- Manage Belle Isle Conservancy website to ensure timely and accurate information.
- Manage all social media accounts – Facebook, Twitter, Instagram. Observe growth and analyze engagement across all platforms. Create and implement social media policies. Manage adherence to all social media policies and procedures.
- Coordinate execution of newsletter – collaborate with team members to define message and content, coordinate content and graphics for articles, write content, edit articles, format the publication, and coordinate with printing vendor for mailings.
- Write interesting and effective press releases and prepare information for media kits and newsletters.
- Assist with preparing the organization's annual report.



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- Assist with creating brochures, flyers, banners and other marketing materials for distribution; regularly evaluate and lead the design and messaging process to ensure messaging and audience alignment.
- Utilize email marketing software to create and send email communications and produce analytics to help assess effectiveness of email marketing & communications campaigns.
- Prepare written communications for donors and prospects ranging from proposals, information kits, and acknowledgement letters.
- Ensure a defined and consistent organizational identity through consistent messaging and branding. Maintain internal brand standards and format documents from other departments to meet these branding standards.
- Act as Staff Liaison to Belle Isle Conservancy Marketing Sub-Committee. This entails working with the sub-committee to determine yearly goals based on organization-wide and board goals, implement any strategies to fulfill those goals, report sub-committee activity to BIC staff, and communicate staff needs to marketing sub-committee effectively.

### ESSENTIAL QUALIFICATIONS, KNOWLEDGE, AND SKILLS

- Two years or more combined experience in marketing, communications, project management, fundraising, or non-profit fields is required.
- Bachelor's degree required.
- Excellent oral and written communication, interpersonal, and organizational skills.
- Proficiency in Microsoft Office Professional (Word, Excel, and Powerpoint), Google Drive Applications, Adobe InDesign, Illustrator, and Photoshop, Wix.com, constant contact email marketing (or similar platform), and an understanding of donor database management systems.
- Knowledge of social media platforms.
- Knowledge of marketing, digital media, and public relation methods.
- Knowledge of fundraising resource tools, donor research, and data collection techniques.
- Knowledge of methods to identify and connect with media contacts and corporate donors.
- Knowledge of budgetary processes pertaining to revenue and expenses.
- Familiarity with administrative, financial/budgetary and contractual protocols in a non-profit setting.
- Demonstrate a clear, concise and effective command of the English language, both oral and written.
- Ability to manage multiple priorities, independently prioritize workload, plan and organize work, and meet deadlines.
- Ability to communicate effectively in writing and orally with staff, volunteers, partners, and the public-at large to explain program variations and limitations; analyze and interpret contract language; create and/or complete reports; understand and follow program regulations and procedures.
- Ability to interact professionally with all segments of the organization and to develop and maintain rapport with staff, volunteers, partners, and park users.
- Ability to maintain confidentiality.



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**Work Environment and Physical Demands:** This position operates in a professional office environment. This is largely a sedentary role; however, filing, moving and lifting objects, standing, and sitting is necessary.

**Position Type and Expected Hours of Work:** This is a full-time, exempt position. Days and hours of work typically are Monday – Friday, 9am – 5:30pm. This position requires nights and weekends for special events and meetings, as necessary.

**Compensation:** Salary of \$50,000 plus benefits for the employee

**To Apply:** Please send your resume in an email with the subject line “Development & Communications Coordinator” to [careers@belleisleconservancy.org](mailto:careers@belleisleconservancy.org). The application period will close May 19, 2017 at 5:00 pm.