



Marketing & Development Coordinator

ESSENTIAL DUTIES AND PRIMARY JOB PURPOSE

The Development, Marketing & Communications Coordinator participates in planning and is responsible for the development, implementation and coordination of all fundraising, marketing and communications activities for The Arc Mid-South, based on a formalized fund development program and an integrated communications and marketing plan. This position coordinates activities associated with development and provides direction to staff and volunteers within the agency. The position promotes The Arc Mid-South on a local, regional and national basis to ensure a broad base of funding resources.

Fund Development

- In consultation with the Executive Director, develops and executes an annual Fund Development Plan and Development Budget with achievable, measurable objectives and fundraising targets, with an emphasis on long-term and short-term individual and corporate donations, This Plan needs to sustain all financial requirements to operate the annually as well as provide future fund growth in support of our mission.
- Takes a proactive leadership role in the identification, cultivation, and solicitation of individual and corporate donors.
- Prepares and/or coordinates all fundraising initiatives including the research, solicitation, execution and analysis.
- Continuously explores alternative funding sources and new models which will attract additional support, including the pursuit of major grants.
- Takes an active role in any Capital Campaign the agency may undertake.

The Marketing and Development Coordinator will support development efforts for both the Annual Fund and Capital Campaign including: donor research and tracking, special events and project management, communications, and volunteer management. Key to this position is the ability to juggle various projects at once, while maintaining a clear view of how each project supports the organization's mission.

Annual Fundraising Goal: \$200,000

ESSENTIAL DUTIES AND RESPONSIBILITIES

Conduct donor research and collaborate with the administrative staff to maintain a system for tracking donors and prospects

1. Identify potential supporters and work with Executive Director, Committee Members and Board of Directors to initiate relationships
2. Conduct grant research and maintain grant tracking spreadsheet, and assist with grant writing
3. Strategize ways to engage specific subsets of Shelby County and West Tennessee community, through outreach efforts, targeted fundraising efforts, etc.
4. Serve as a project manager for various Capital Campaign and Annual Fund projects

Communications

1. Track media coverage of any issues and assist in strategizing media relations and response
2. Assist in identifying and developing new and compelling ways of telling The Arc Mid-South story to attract media coverage and community support, and to develop and strengthen relationships with donors and funders

Event Planning

Serve as the key staff person for The Arc Mid-South's annual event including attending planning meetings, assisting with sponsorship solicitation, assisting with the creation and review of promotional materials, assisting in coordinating logistics, assisting with donor recognition, and acting as a liaison between the planning committee and The Arc Mid-South staff. Serve as the primary point person for additional fundraising events for The Arc Mid-South including International Tea, Wheelchair Basketball "Hoops from the Heart" Event, Annual Awards and Benefit Gala and other events and campaigns. New initiative may include - (the green space walk)

Marketing

1. Markets products by developing and implementing marketing and advertising campaigns; tracking sales data; maintaining promotional materials inventory; planning meetings and trade shows; maintaining databases; preparing reports.
2. Implements marketing and advertising campaigns by assembling and analyzing sales forecasts; preparing marketing and advertising strategies, plans, and objectives; planning and organizing promotional presentations; updating calendars.
3. Tracks product line sales and costs by analyzing and entering sales, expense, and new business data.
4. Prepares marketing reports by collecting, analyzing, and summarizing sales data.

5. Keeps promotional materials ready by coordinating requirements with graphics department; inventorying stock; placing orders; verifying receipt.
6. Supports sales staff by providing sales data, market trends, forecasts, account analyses, new product information; relaying customer services requests.
7. Researches competitive products by identifying and evaluating product characteristics, market share, pricing, and advertising; maintaining research databases.
8. Plans meetings and trade shows by identifying, assembling, and coordinating requirements; establishing contacts; developing schedules and assignments; coordinating mailing lists.
9. Work with volunteers and staff to organize and coordinate volunteer activities; serve as primary point person for all fundraising activities.

Volunteer Development

- Supervise development volunteers and interns – Develop and ongoing list.
- Collect tasks from Program and business Managers and funnel tasks to volunteers; update team on a regular basis
- Develop volunteer appreciation plan.
- Ensure effective communication among volunteers, and between volunteers and The Arc Mid-South

ESSENTIAL PHYSICAL REQUIREMENTS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; balance; stoop, kneel, crouch or crawl; talk or hear; taste or smell. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

EXPERIENCE, EDUCATION, SKILLS AND ABILITIES

Ability to meet people with ease; ability to write and edit effectively; ability to communicate the written and spoken work with tact, diplomacy, and/or authority when necessary; good organizational skills, well disciplined, able to meet deadlines, self-starter, able to work under pressure of many priorities and deadlines; ability to work well effectively with volunteers; thorough understanding of regional and national markets; knowledge of marketing strategies and techniques; knowledge of long-range planning process; Must have highly developed interpersonal skills.

REQUIREMENTS

A Bachelor's degree or two years' experience in fundraising or development in a non-profit setting•

- Proven track record of coordinating successful special events
- Experience with writing, communications, web content management, public and media relations
- Experience in volunteer management or staff supervision
- Excellent project management skills
- Ability to successfully manage different projects at once
- Excellent attention to detail
- Knowledge of dynamics of domestic violence and domestic violence programming
- Ability to work independently and as a team player
- Ability to maintain confidentiality
- Graphic design experience is a plus

INTERPERSONAL SKILLS

Ability to maintain calm when adversity is encountered.

1.

Ability to interact effectively with all staff.

2. Ability to answer all questions effectively and in a pleasant manner

Qualifications

- Experience with fundraising software
- Basic knowledge of budgeting
- Ability to work some evenings and weekends
- A strong familiarity with local and community networks

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employee(s) will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments.

This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

CERTIFICATES, LICENSES, REGISTRATIONS

Maintains a current valid Driver's License or State Issued ID

Maintains current vehicle liability insurance as required by the State of TN

Reliable Transportation

Complete portions of The Arc Mid-South's new advocate training as directed by the Management Team.

Requirements

The Arc Mid-South performs a pre-employment criminal background check
Obtain or maintain an account with a financial institution for direct deposit of paychecks

WORK ENVIRONMENT and ENVIRONMENTAL CONDITIONS

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. While performing the duties of this job, the employee is regularly required to stand; walk; sit; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Job Type: Full-time

Benefits:

- 403(b)
- Dental insurance
- Employee assistance program
- Health insurance
- Life insurance
- Paid time off
- Vision insurance

Experience:

- Fundraising: 1 year (Preferred)

Ability to Commute:

- Memphis, TN 38111 (Required)

Ability to Relocate:

- Memphis, TN 38111: Relocate before starting work (Required)