

## Development, Marketing & Communications Coordinator

The Development, Marketing & Communications Coordinator reports to the Executive Director.

### ESSENTIAL DUTIES AND PRIMARY JOB PURPOSE

Participate in planning and be 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.

Coordinate activities associated with development and provide direction to staff and volunteers within the agency. Promote The Arc Mid-South on a local, regional, and national basis to ensure a broad base of funding resources.

### PRIMARY RESPONSIBILITIES

#### Fund Development

- In consultation with the Executive Director, develop and execute 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 annually as well as provide future fund growth in support of our mission.
- Take a proactive leadership role in the identification, cultivation, and solicitation of individual and corporate donors.
- Prepare and coordinate all fundraising initiatives, including research, solicitation, execution, and analysis.
- Continuously explore alternative funding sources and new models which will attract additional support, including the pursuit of major grants.
- Take an active role in any capital campaign the agency may undertake.
- Develop a clear understanding of the health, disability, and Human Services communities in Shelby County and Tennessee and the issues impacting The Arc Mid-South members.
- Be completely fluent in verbal and written English (bilingual in French would be an asset).

#### Relationships

- Liaise with staff, volunteers, donors, and members of the public and business community.
- Negotiate with suppliers and contractors.

### WORKING CONDITIONS

Schedule is based on a 40-hour work week. Because of the nature of the position, working outside of normal business hours may sometimes be required.

#### Environment:

Most of the Development, Marketing & Communications Coordinator's work takes place within an office environment located inside a busy office, which can often be noisy and hectic. The successful applicant must also be comfortable working in a variety of environments outside the buildings where fundraising events may be held, including retail outlets, hotels, outside parks, etc., at various times throughout the year.



The Arc Mid-South  
3485 Poplar Ave, Suite 210  
Memphis, TN 38111  
T 901 327-2473  
F 901 327-2687  
[www.thearcmidsouth.org](http://www.thearcmidsouth.org)

***Achieve with us.***

**Physical Demands:**

The Development, Marketing & Communications Manager is often required to coordinate, package and transport materials used for fundraising or special events, including the safe transportation of companion animals. The successful applicant should be comfortable with basic handling and transport of most companion animals.

**Psychological Demands:**

This position is a leadership position involving key decision making and the ability to manage multiple tasks. The Development, Marketing & Communications Manager also understands that The Arc Mid-South is a non-profit agency driven by its mission of "Empowering Individuals with Intellectual and Developmental Disabilities to Achieve Their Full Potential."

**SECURITY CLEARANCE AND MANDATORY REQUIREMENTS**

As a condition of employment, the incumbent will undergo reference and criminal record checks,

Must possess a valid TN driver license and pass a criminal background check.

Must have access to a reliable automobile. Work-related travel and mileage beyond normal commuting will be reimbursed.