



Position Title: Fundraising and Community Engagement Coordinator

Status: Full time, hourly

Reports to: Development Director

Date Prepared: 1/26/2023

Position Purpose:

Under the supervision of the Development Director (DD), the Fundraising Coordinator is responsible for serving as point of contact for earned income and membership opportunities, supporting business, individual and foundation donor relationships and along with maintaining and cultivating new non-profit and business partnership opportunities. The Fundraising Coordinator is also responsible for contributing to the growth and implementation of sponsorships, earned income events, and admissions/visitor engagement. The Fundraising Coordinator also assists with producing and maintaining marketing materials; participates in social media and outreach efforts; provides administrative work needed for operating and capital campaigns, and supports the successful execution of fundraising and donor engagement events. In addition, the Fundraising Coordinator serves as a backup to the income processing and acknowledgment system and provides support to the Executive Director (ED) and Board of Directors (BOD) as appropriate.

Work Schedule: Minimum 40 hours per week, nights and weekends required

I. ESSENTIAL POSITION RESPONSIBILITIES

Priority Weight Assigned

Under the supervision of the Development Manager, responsible for the following:

A. Tours, Earned Income, and Special Events

30%

- a. Create content and implement marketing and promotion for earned income to ensure monthly goals are met
- b. Conduct booking, invoicing, tracking and follow up for onsite rentals
- c. Point of contact for all corporate and individual onsite rentals
- d. Develop, coordinate and organize content, activities, staffing, and fundraising opportunities for special events throughout the year as assigned
- e. Maintain and create strategic partnerships and outreach opportunities with nonprofits and businesses
- f. Grow and maintain list of preferred vendors
- g. Maintain a working knowledge of non-profit events best practices and public safety and health guidelines
- h. Assist Development Director in engaging staff and board with organization-wide fundraising events and initiatives
- i. Conduct tours for individual and business prospects
- j. Ensure all rental spaces and public areas are maintained and ready for viewing in conjunction with the Education & Outreach team

B. Donor Relations

25%

- a. Maintain a working knowledge of key trends in the field of fundraising and nonprofit development including endowment, legacy gifts and capital campaigns
- b. Provide support to Development Director for all fundraising activities including annual giving, endowment, major



gifts, legacy gifts, capital campaigns, grants, special projects, fundraising events, social media, and other fundraising solicitations as required

- c. Assist ED and DD in conducting research and create strategies to identify, prioritize, cultivate, solicit, and recognize new donors and prospects.
- d. Assist with retaining correspondence with all appropriate foundations and donors
- e. Provide support to DD in organizing supplemental materials to be used in grant proposals and reporting
- f. Provide support with donor mailings including scrubbing data, vendor communications, mail merge, and formatting
- g. Coordinate quarterly with the Administrative Assistant to make sure all donor records are current and accurate

C. Social Media **20%**

- a. Manage earned income, membership and community engagement content and posting schedule for all of Center for Wildlife's social media platforms
 - o Content should include: natural history, patient and ambassador highlights, clinic and education program initiatives, donor and business spotlights, staff and volunteer highlights, upcoming events, and funding opportunities
- b. Ensure Center for Wildlife's messaging is consistent across all social media platforms
- c. Work with clinic and education teams to highlight and secure in-kind donation needs

D. Organization Promotion and Materials **10%**

- a. Design and implement marketing materials for earned income opportunities and signature events
- b. Engage donors in education and clinic program events and content
- c. In collaboration with the Marketing and Outreach Coordinator (MOC) update the website with donor recognition, fundraising goals/drives, and ensuring updates and consistency across pages
- d. Stock front lobby with relevant donor cultivation and membership materials
- e. Manage adoption and membership promotion, packaging, and mailings as necessary
- f. Assist Development Director with design and creation of appeals, newsletters, and annual reports
- g. Support ongoing education and medical clinic PR, and assist with operating or capital campaign PR as needed
- h. Ensure organization's materials are consistent with Center for Wildlife's brand, make recommendations to keep materials, website, and media dynamic and relevant

E. Organization-Wide Support, Duties, and Expectations **15%**

- a. Seek out professional development opportunities in order to keep up to date on best practice
- b. Attends meetings and participates on CFW committees as necessary
- c. Assists in the development of CFW policies and procedures
- d. Assists in the development of CFW strategic plan and initiatives
- e. Recommends initiatives and changes to improve quality and services for CFW in areas of responsibility
- f. Identifies and determines cause of problems; develops and presents recommendations for improvement of established processes and practices; initiates and implements plans to solve problems



- g. Maintains contact with stakeholders and solicits feedback for improved services
- h. Prepares progress reports, informs supervisor of project status and deviation from goals; prepares activity reports for management guidance
- i. Ensures completeness, accuracy, and timeliness of all operation functions
- j. Operates as part of the CFW team
- k. Establishes rapport with diverse range of staff, interns, volunteers, and constituents
- l. Maintains dignity and self-control in difficult situations
- m. Research and remain current on wildlife natural history, ecology, and CFW statistics and philosophy
- n. Performs regular self-assessment, communicates and verbalizes roadblocks and any impacts to team members and supervisors without prompting
- o. All other duties as required

II. QUALIFICATIONS

The ideal candidate will have a bachelor's degree, excellent communication and negotiation skills, attention to detail, along with a collaborative and entrepreneurial drive. Experience should include 1-2 years of development work including non-profit fundraising events and promotion, corporate and private functions, vendor and media management. Work in the environmental field is a plus. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The requirements listed below are representative of the knowledge, skills, and/or ability required:

- a. Experience working in a small/medium sized non-profit organization
- b. Ability to maintain professionalism and positivity in a fast-paced and clinical environment
- c. Proven ability to follow instructions and organization policies/ protocols
- d. Highly organized with ability to multitask
- e. Ability to work independently
- f. Highly skilled in greeting visitors/members or fielding phone/email inquiries, determining nature of business and directing to appropriate staff person
- g. Able to give accurate and detailed information to members/ donors
- h. In-depth knowledge of typing correspondences, reports and other documents
- i. Proven record of positively engaging callers on the telephone, giving relevant information to callers and routing calls to appropriate individual
- j. Demonstrated ability to schedule appointments and meetings
- k. Well versed in taking and compiling minutes of meetings
- l. Thorough understanding of making copies of printed documents, and filing correspondences, reports and records
- m. Adept at compiling and typing statistical reports and charts
- n. Computer: Extremely proficient in Microsoft Office (especially Word, Outlook, and Excel) applications; experience with donor software and record-keeping (specifically Blackbaud Altru is a plus); basic graphic design, video and marketing applications such as Canva, Vimeo, Adobe Creative Suite and Constant Contact
- o. Communication: Able to work and converse efficiently with all levels of colleagues, clients and other external contacts; experience working with non-profit volunteers a plus
- p. Demonstrated attention to detail
- q. Excellent time management skills and ability to meet deadlines without external prompting
- r. Ability to self assess and communicate roadblocks along with solutions to supervisor and peers



Employee Name: _____

Employee Signature: _____ Date: _____