

Development Coordinator

Position Description

Responsible for driving fundraising results through annual giving campaigns (digital, print, social media, and others) and stewardship initiatives, management of the development database, including donor research and strategy, management of constituent lists and reporting, and responsible for the comprehensive Girls Inc. of Greater Indianapolis communications schedule and strategy. Raising funds through individual campaigns and annual events to develop effective and lasting relationships in support of the organization. Provide support for all aspects of development and public relations department.

Supervisor: Vice President of Development and Public Relations

Supervisees: PR Intern

Exempt

Full-time

Seasonal

Non-Exempt

Part-time

Major Areas of Responsibility

Individual Giving

- In collaboration with Vice President of Development and PR, this individual is critical to the creation of an overall development strategy, especially as pertains to individual giving strategy for donors \$999 and below, and stewardship strategy;
- This plan should include innovative and successful digital, social media, text, direct mail, and other strategies to renew donors, increase annual support, attract new donors, and fill the donor pipeline for future financial sustainability;
- Provide support to the VP of Development & Public Relations to implement a successful Champions for Girls leadership giving society;
- Support cultivation/stewardship of individual donors through prospect research, data analysis, occasional contacts and visits with donors;
- Work closely with the VP to develop and implement a stewardship plan for donor recognition and engagement that addresses donors of all level and types.

Communications & Public Relations

- Plan and implement comprehensive communications campaigns to enhance the organization's visibility and effectiveness;

- Assist the VP of Development & PR in public and media relations initiatives that drive community awareness and advocacy;
- Coordinate content development and manage distribution of online and print media, including managing the monthly e-news and weekly blog, all social media content and strategy, and collaborating with the Manager of Institutional Giving to ensure website content is reflective of larger communications and development strategy;
- Organize and maintain photo, video, and story archive; responsible for soliciting and organizing testimonials and success stories from all members of the Girls Inc. Indy community.
- Convene cross-departmental teams to continuously plan the communications calendar and strategy, and to ensure all departments have an understanding of timing and priorities;
- Keep abreast of local and national news related to girl and youth development;
- Manage all marketing and promotions related to Girls Inc. Indy special events.

Database Management & Revenue Reporting

- Oversee Development and Public Relations department's use of database for thorough record-keeping and data analysis;
- Proactive and reactive research on donors/prospects, data mining for segmentation, moves management;
- Provide oversight to the Administrative Assistant to ensure that data and gift entry, along with gift acknowledgment processes and pledge reminder process, are all executed with the utmost standards of precision and timeliness;
- Responsible for the generation of mailing lists (newsletter, annual report, events, mailings, e-philanthropy);
- Responsible for the accuracy of reports/queries generated through the database;
- Work closely with the Controller on month-end closure and regular reporting.

Event Support

- Provide support for the major, annual fundraising event and other events that are planned by way of pulling lists and reports, attending, and generally contributing to the success of the event;
- Assist the Development & PR team with event sponsorship solicitation;
- Act as the point person for research and management of giving technologies, including those utilized at events;
- In collaboration with VP, coordinate donor relations events (including receptions, open houses, and campaign related events).

Other/Additional Responsibilities

- Assist with special projects as assigned;
- Practice responsible stewardship of Girls Inc.'s resources and contribute to a sustainable financial future;
- Support the development and implementation of department strategic goals and objectives;
- Attend staff and other collaborative meetings as pertinent to position;
- Perform other duties as assigned by Vice President of Development and Public Relations;
- Supervision of interns, as is relevant.



Required Knowledge, Skills & Abilities

- Willingness to attend occasional evening and weekend obligations;
- Excellent writing, presentation, and verbal communication skills;
- Deep knowledge of and appreciation for ever-evolving social media and communications best practices and trends;
- Genuine interest in annual giving trends, campaigns, and technologies;
- Demonstrated attention to detail and quality control in work projects;
- Ability to learn and effectively utilize identified computer software applications to accomplish tasks;
- Demonstrated ability to employ an innovative and entrepreneurial approach to nonprofit communications strategies;
- Demonstrated ability to interact with donor prospects and volunteers in a variety of settings and through a variety of media;
- Customer service, negotiation and networking skills to establish contacts and meet agency departmental outcomes;
- Experience working with diverse populations, be tactful, mature, and flexible;
- Ability to resolve conflict and problem solve with win-win solutions;
- Demonstrates professional ethics and integrity;
- Effective communicator, with the ability to adapt communication styles and messages to meet the needs of particular audiences;
- Ability to manage multiple priorities and projects, flexible and adaptable in a dynamic, fast-paced environment.

Education & Experience

- Bachelor's degree required;
- Minimum 1 year professional and/or internship-related fundraising and development experience in the nonprofit sector;
- Extensive social media experience;
- Experience using ETapestry database or similar donor database;
- Professional public relations and/or development experience in the nonprofit sector preferred.