**Fundraising and Marketing Coordinator**

**Job Title:** Fundraising and Marketing Coordinator

**Classification:** Full Time, Exempt

**Reports To:** Executive Director, Wyoming Valley Children’s Association

**Job Description:** The Fundraising and Marketing Coordinator is responsible for leading and executing all fundraising initiatives and events and assist the Executive Director in increasing community awareness of Wyoming Valley Children’s Association’s mission and programs.

**Key Responsibilities:**

Fundraising:

* Develop and execute WVCA’s annual fundraising plan
* Secure financial support from individuals, corporations and foundations
* Develop and track proposals for grant requests and corporate fundraising
* Manage *Donor Perfect*, the organization’s donor database, by being responsible for all data entry, gift processing and reports
* Cultivate, develop and maintain ongoing relationships with current and potential donors
* Oversee and seek to grow all of the organization’s special events including the annual Walk-a-Thon and Gala
* Serve as the lead and point of contact for all special event committees
* Recruit and train volunteers for special events
* Create and execute a strategy for growing donors and identifying new grant opportunities
* Assist the Executive Director in managing the organization’s EITC program, planned giving and capital campaign initiatives
* Work with the Executive Director to create and execute the organization’s development plan and preparing for a centennial campaign

Marketing:

* Maintain the organization’s website and all Social Media outlets in order to promote the mission and work of the organization and to keep supporters informed of the latest activities
* Prepare and submit press releases as needed and serve as the organization’s point of contact for all media outlets
* Work with the Executive Director to create and execute an annual marketing plan
* Release online quarterly newsletters and work with the Executive Director to develop an annual report

Qualifications:

* Bachelor’s degree in marketing, public relations or communications preferred
* Previous experience in fundraising and/or marketing
* Excellent verbal and communication skills
* Strong relationship building and interpersonal skills
* Great organizational skills and the ability to multi-task and meet multiple deadlines
* Proficient computer skills including: Microsoft Office, website software and Social Media (Facebook, Twitter, LinkedIn, Constant Contact)
* Previous knowledge of managing a database preferred
* A proven track record in growing revenue and advancing the mission of an organization

*The information above is not comprehensive of all duties/responsibilities performed by this position. This job description is not an employment agreement or contract. The Executive Director and Board of Directors has the exclusive right to alter this job description at any time without notice.*