

MARION SENIOR SERVICES

JOB POSTING

POSITION: MARKETING AND FUND DEVELOPMENT COORDINATOR

TYPE: Full Time **STATUS:** Exempt **RATE OF PAY:** \$41,000 ANNUALLY
SCHEDULE: Monday – Friday *some evenings and weekends **HOURS:** 8:00am-5:00pm
APPLICATION BEGINNING DATE: 02/07/2020 **APPLICATION DEADLINE:** until filled

POSITION SUMMARY: This position fosters a culture of philanthropy within the organization. Focus on marketing and development of sustainable funding resources for the Agency.

ESSENTIAL DUTIES AND RESPONSIBILITIES includes the following. Other duties may be assigned.

- Evaluates the effect of internal and external forces on the organization and its fund development.
- Recommends short- and long-range fund development plans and programs that support the organization's values, mission and general objectives, while utilizing knowledge and understanding of issues and dynamics of clients needing support.
- Ensures that philanthropy and fund development are carried out in keeping with the organization's values, mission, vision and plans.
- Helps identify, cultivate, recruit, and develop fundraising volunteers and leadership. Trains, places, coordinates and supervises fundraising volunteers.
- Keeps informed of developments in philanthropy and fund development as well as the general fields of management and the not-for-profit sector; informs the Executive Director, development committee(s) and board on current trends, issues, problems and activities in order to facilitate policy making. Recommends policy positions concerning fund development.
- Helps establish performance measures, monitors result and helps the Executive Director, development committee(s) and board evaluate the effectiveness of the organization's fund development program.
- Provides general oversight of all of the organization's fund development activities, manages the day-to-day operations of the development function, and monitors adequacy of activities through coordination with staff, appropriate committees, and governing body.
- Collaborates on and participates in all fundraising and marketing activities.
- Helps develop a balanced funding mix of donor sources and solicitation programs tailored to the needs of the organization that will enable it to attract, retain and motivate donors and fundraising volunteers.
- Develops community, public relations campaigns and media relationships to encourage agency support.
- Participate in community events and appropriate professional organizations promoting the agency.
- Build donor relationships with small annual and monthly donors, providing needed cultivation, stewardship and opportunities to make more substantial gifts over time.
- Collaborate with advancement, communications, and staff to conceptualize, design, and write annual Fundraising campaign materials
- Develop and implement strategies for best practice annual-fund donor acquisition, renewal/upgrades, and stewardship.
- Build out an Annual Fund Program, including strategy and execution for targeted direct mail appeals (renewals, upgrades, and acquisition 1-2 times annually), email appeals, online giving, stewardship and targeted strategies for increased giving, based on industry best practices
- Design and execute a multi-channel development strategy that contributes to the financial viability and overall sustainability of the organization.
- Oversee fundraising database and tracking systems and provide monthly reports to the ED which measure progress toward achieving the plan.
- Implement a thorough donor acknowledgment and stewardship system and work with ED to maintain consistent contact with major donors.

MSS is an Equal Opportunity Employer and Prohibits Discrimination and Harassment of Any Kind: MSS is committed to the principle of equal employment opportunity for all employees and to providing employees with a work environment free of discrimination and harassment. All employment decisions at MSS are based on business needs, job requirements and individual qualifications, without regard to race, color, religion or belief, family or parental status, or any other status protected by the laws or regulations in the location where we operate. MSS will not tolerate discrimination or harassment based on any of these characteristics. MSS encourages applicants of all ages." All applicants are subject to Background screening and Drug Screening

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- Assist with messaging on social media outlets including website, Facebook, and Twitter.
- Collaborate with staff, board, and volunteers to gather stories and outcome statistics that demonstrate the results and value of programs funded.

SUPERVISORY RESPONSIBILITIES

- Within the agency, the position has primary relationships with the financial operation, senior management staff and program staff. Outside the agency, the position coordinates with the governing board, fundraising volunteers, donors and funding sources. No direct supervisory responsibilities.

EDUCATION AND Qualifications

- Bachelor's Degree and two years of experience in fundraising, marketing or related field
- Two years supervisory experience.
- Successful completion of a Level 2 background check and drug screen in accordance with DOEA requirements
- Outcome-driven with the ability to respond to changing circumstances and priorities.
- Exceptional and persuasive communication skills, and customer service skills – both in-person and written.
- Strong organization and time-management skills
- Advanced PC skills and expert proficiency in Microsoft Office Suite (Donor Perfect database experience desirable).
- Upbeat and energetic individual with the ability to work cooperatively with different types of personalities.
- Ability to work some evenings and weekends if needed.

CERTIFICATES, LICENSES, REGISTRATIONS

- Valid Florida Class E Driver's License and Driving Record that meets company's insurance standards is required
- Must have reliable transportation

MINIMUM NECESSARY RESTRICTION TO PHI To perform the functions of this job, persons in this position may require access to or exposure to client information, medical records or computer applications that contain Protected Health Information including, but not limited to electronic medical information, client medical records, written information, faxed information or spoken word. Incidental exposure of Protected Health Information may occur during the workday.

PHYSICAL DEMANDS 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.

- Variety of walking, standing, sitting, stooping.
- Requires normal range of hearing, vision and manual dexterity to operate keyboard, telephone, photocopier, calculator and other office equipment as needed
- Occasional lifting of up to 50lbs.

WORK ENVIRONMENT The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job

- Frequent contact with staff and public
- Office setting
- Travel to designated locations as needed, must have reliable transportation

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APPLICATION PROCESS:

Application Form must be complete and accurate and return to the HR Department, Room 168 no later than the Application Deadline listed at the top of the Job Posting.

For questions regarding the Application Process contact:

Donna Tackett, Human Resources Director: dtackett@marionseniorservices.org or 352-620-3501 ext. 149

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