

MARKETING AND DEVELOPMENT COORDINATOR

Position Summary: Responsible for organization and creation of HCOC social media posts on all platforms, and assist development and fundraising efforts to support the Director of Development.

Qualifications: Education: Bachelor's degree in Communications, Marketing or related fields

Experience: 3 years of progressively responsible experience in the development or human services field. Social media content experience, proficient at Illustrator Photoshop and Canva a plus.

Special Training/Skills:

- Excellent written and verbal communication skills
- Knowledge of and skill in marketing on social media platforms including: Facebook, Twitter, Instagram, Tik Tok, Constant Contacts, WordPress, JotForm, YouTube, Web site maintenance content updates
- Proficient at video and photography and software applications, plus editing skills
- Interest and desire to become an impactful development professional
- Proficient in the use of various MS Office programs, including Word, Excel and Outlook, and the ability to use various databases
- Ability to prioritize, multi-task and follow through with minimal direction in a face-paced environment
- Knowledge of event planning, sponsorship, procurement, and day of event management. Detail oriented and highly organized
- Flexibility in varied sponsorship raising job assignments
- Willingness to pitch in, take initiative when/where needed
- Upbeat, positive attitude and creative thinker a plus
- An understanding of and belief in the mission of Handi-Crafters
- Ability to work with compassion and patience in an environment shared with adults with disabilities
- Press release experience a plus

Physical Demands: While performing the duties of this position, the employee is required to sit. Occasionally the individual will be required to stand or walk, lift or carry up to 50 lbs. if going to an event. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.

Job Relationships: Reports to: Director of Development

Staff Supervised: N/A

Interrelationships: Work collaboratively with other members of HCOC management staff, Board of Directors, agency's agencies, volunteers, foundations, donors and the public.

Responsibilities:

- Procure financial sponsorships for events, create flyers and social media blasts.
- Assist with the creation and implementation of the Development Plan that incorporates a range of strategies including special events, grants, corporate and individual appeals, volunteer engagement and social media marketing.
- Support, create, and at times, lead special events. Work with and help engage key stakeholders and committee members. Assist the Director of Development in event planning, preparation, and attend events to assist in set up, implementation, and clean up.
- Coordinate, design and execute content for affiliate social media outputs and communications such as bi-monthly E-newsletter, and website needed updates.
- Assist in grant research, writing, tracking and reporting
- Perform administrative duties as needed including filing, copying, sorting, mailing, etc.
- Maintain constituent's database as requested. Record and update contact information on an ongoing basis in FundRaiser database.
- Assist with volunteer engagement program, communicate and appropriately connect volunteers with HCOC programs and services. Willingness to perform outreach and asks for sponsorships.
- Complete necessary trainings.
- Create effective social media posts for fundraising, events, and friend raising.