

POSITION: DEVELOPMENT & COMMUNICATIONS COORDINATOR

SUMMARY

Scope: The YWCA Richmond's Development team is responsible for fund development, marketing, public relations, reputation management and communications for the agency. Overall development strategies include a primary focus on major gifts (\$5,000 and above), alongside an annual campaign, a robust grants program and several public awareness, stewardship and cultivation events. The Development team is also responsible for ongoing communication to various stakeholders, via social media, donor impact reports and e-communications. This position supports the Development team and assists in the management of YWCA Richmond's donor, volunteer, and constituency relations; coordinates constituent communications, donor correspondence, special event logistics, and public engagements to ensure the highest standards of donor and volunteer stewardship and community representation.

DUTIES

Essential Functions: *(Essential functions may include, but are not limited to the functions listed below.)*

Donor Stewardship (65%)

- Enter and maintain donor gifts, pledges, and data using Raiser's Edge donor database; acknowledges all gifts and pledges immediately.
- Keeping data updated, in good order and easily accessible to team members (currently held in Blackbaud's Raisers Edge) by mastering data structures, and producing mailing lists and other lists/reports for team members as needed.
- Produce (and create as needed) daily, weekly, and monthly progress reports for gifts received and actions taken by development staff members to cultivate, solicit and/or steward donors.
- Implement small donor cultivation events and lead logistical arrangements for one annual organizational event.
- Supports Corporate Partnerships & Events Manager to coordinate, promote, and implement in-kind donation initiatives.
- Oversees tracking donations in donor database.

Volunteer Data Management (10%)

- Determines and catalogues current and future volunteer opportunities and needs for general and skilled based volunteers utilizing volunteer database and VA Data.
- Maintains an accounting of volunteers and services provided and inputs all information into the volunteer and donor database as a stewardship strategy.
- Supports the Corporate Partnerships & Events Manager in activities to recruit and steward relationships between the YWCA and its volunteers.

Communications & Marketing Support (25%)

- Coordinates public relations and marketing for public education events and activities that support the organization's Development and Advocacy & Outreach departments' strategies.
- Serves as point of entry and coordinator for all media inquiries. Writes and distributes press releases and media statements for traditional and online media.
- Coordinates public speaking engagements. Schedule speakers, track speaking engagements, and identify appropriate community-based speaking opportunities.

- Serves as central point of contact and agency ambassador for speaking engagements, tabling events, trainings and CVC/United Way campaign activities.
- Coordinates donor impact reports, donor correspondence, sponsor materials, case statements and campaign reports for internal and external stakeholders.
- Track and assist in the preparation of financial reports for Development--Annual Funds, Special Projects and the Outstanding Women Award Luncheon
- Ad hoc support for other administrative needs: board meeting preparation, calendar management for Development team, office supply management, marketing materials, etc.
- Develops and implements content for agency's social media , including website, crowdfunding site, Facebook, Instagram and Twitter updates.
- Coordinates content for internal and external bi-monthly E-newsletter using email and Constant Contact templates.
- Coordinates annual fund mailing to targeted donors using InDesign software and templates.

OTHER FUNCTIONS:

- Serves as staff support for the Board of Directors' and Young Women's Leadership Alliance Committees as needed.
- Solicits and supervises Development Intern
- Provide administrative support and supervise filing system for Development Office.
- Supports ad hoc committees on development, volunteer programs, and marketing.
- Performs other duties as assigned by CDO.

SUPERVISION

The position reports directly to the Chief Development Officer and serves at the YWCA Downtown Office located at 6 North 5th Street, Richmond, VA 23219.

QUALIFICATIONS

Education:

- A Bachelor's Degree in Public Relations, Communications, Business, or other related field.

Experience:

- One to three years' experience in a nonprofit or donor relations environment.

Skills/Requirements:

- Knowledge of Raiser's Edge, Excel, Word, WordPress, InDesign/Adobe Creative Suite, Constant Contact, and Google platforms preferred.
- Conducts business with ethics and integrity as outlined by YW code of ethics relating to confidential donor information; maintains confidentiality regarding sensitive donor information.
- Ability to prioritize and manage multiple tasks simultaneously.
- Excellent interpersonal, organizational, and writing skills.
- Successfully represent the YWCA as an ambassador in the community and in direct contact with donors and volunteers.
- Ability to work with minimal supervision, both on a team and individually.
- Demonstrable multi-media competency.
- Successful completion of background and credit checks.

If interested please send cover letter, resume and 2-3 writing samples to lkyle@ywcarichmond.org.

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. The Development and Communications Coordinator is expected to perform other duties necessary for the effective operation of the department.