

DEVELOPMENT COORDINATOR

CLASS SUMMARY

Under general direction the Development Coordinator is responsible for the development and coordination of fundraising programs, donor development and stewardship regarding the Office of College Advancement. Develops and coordinates annual giving campaigns and other fundraising campaigns. Develops and maintains mutually respectful and collaborative relationships with community leaders, faculty and staff to foster their participation in donor outreach and solicitations. Responsible for the development, maintenance, and integrity of fundraising and constituent data; analyzes donor trends to develop effective strategies and recommendations; utilizes database and social networking tools to facilitate alumni development and build an online community; provides technical support and serves as an integral member of the college's development/fund raising team; Coordinates special events, other Foundation related activities; and performs other related duties as required.

REPRESENTATIVE DUTIES

Develops and coordinates annual giving and other fundraising campaigns, engages in donor development and general donor stewardship.

Coordinate strategies and implement tactics that increases philanthropic support from key constituencies using data and marketing tools.

Participates in the identification and cultivation of prospective donors including individuals, corporations, corporate foundations, and private foundations.

Provides technical support and management of fundraising database; train others in database use as required.

Develop digital and printed materials to support donor relationships with the college--materials such as e-newsletters and direct mail.

Develop procedures to ensure the accuracy, confidentiality, and quality of constituent information; continually work towards improving database quality and usefulness; regularly review and maintain data to ensure integrity.

Maintains a working knowledge of fundraising activities and proactively support them with electronic systems; establish strategies and plans for the maintenance, use, and development of the database that will benefit users and programs.

Develop donor groups and an annual giving program that incorporates alumni, employees, and retirees. Develop strategies that increase alumni support; work closely with alumni and faculty in planning activities and programs. Maintain communications with alumni to encourage a long-term relationship with the College.

Develop and maintain mutually respectful and collaborative relationships with community leaders, faculty and staff foster their participation in donor solicitations.

DEVELOPMENT COORDINATOR CONT'D

Use internet tools to develop and maintain an online presence; research and recommend appropriate social networking and marketing opportunities; design, develop and implement programs to cultivate and build constituent relations and enhance online giving.

Participate in a variety of fundraising activities including the organization and execution of special events; design and prepare invitations, letters, and other materials appropriate to the event; provide assistance at events and represent the Foundation to attendees; perform follow-up activities, such as tracking donations and gifts, sending acknowledgement letters, and documenting procedures.

Attend meetings and functions on and off campus to promote the work of the Foundation; makes presentation, represent the Foundation to internal and external constituents.

ORGANIZATIONAL RELATIONSHIPS

This position reports to the college administrator responsible for advancement and foundation activities.

QUALIFICATIONS

Training and Experience:

Any combination of education and training equivalent to a Bachelor's degree in business administration, communications, public relations, marketing or a related field and two years of experience in one or more of the following areas: managing a donor database, alumni development, foundation stewardship, proposal development, fundraising events, internet marketing, and social network marketing.

Desirable:

Experience working with community groups, donor development and governmental entities, and documentation of program activities.

Knowledge and Abilities:

Knowledge of: fundraising techniques including proposal development, prospect identification, fund solicitation, database management, donor tracking, and social networking and marketing tools.

Ability to: design, generate, and manage reports; research, compile, analyze and interpret data; execute special event planning; communicate effectively using a high level of written and oral communication skills; and work independently or in a team environment while managing multiple priorities.

Skills: Possess a valid California Motor Vehicle License and driving record acceptable to the District.