

Current as of: January 2024

Position Title	Development and Marketing Coordinator
FLSA Status	FTE: Non-Exempt
Administrative Workweek	Sunday - Saturday (0001-2400)
Reports To	Director of Development/Executive Director

The Higher Ground Development and Marketing Coordinator will work with the Development team to increase fundraising, outreach, branding, and marketing efforts to further the mission and sustainability of Higher Ground. As part of the Development team, this position will be focused on securing and retaining donor resources, managing fundraising assets, and developing marketing efforts and materials to meet the organization's needs. This job description is not intended to be an exhaustive list of all duties or responsibilities associated with the job.

Position Responsibilities and Duties

Specified:

- Overall:
 - Assist in developing and executing on the annual fundraising plan
 - Evaluate effectiveness of fundraising programs and securing gifts at various levels
 - Support the Board of Directors in their fundraising efforts
 - Create office systems to support all fundraising projects and operations
 - Help coordinate and manage development committee and team meetings
- Fundraising/special events:
 - Assist with event coordination for all HG fundraising and special events
 - Serve as point of contact for event sponsors
 - Manage donor coordination and follow-up pertaining to all HG fundraising events
- Donor stewardship:
 - Manage, maintain, and update HG donor database
 - Develop and maintain systems pertaining to tracking information, follow up forms, and other related documents for donor management
 - Update and distribute tax acknowledgment letters
 - Work with Directors of Development and Philanthropy to establish expectations and procedures for stewardship process
 - Research and develop an understanding of capacity, propensity and affinity for all current donors; work with the Board and volunteers to help identify new donors
 - Work with program staff to fold opportunistic interests into program proposals and engage donors

The above statements are intended to describe the general nature of work performed by the employee in this job.

- Help design major solicitation and outreach material targeted to donors
- Marketing:
 - Serve as point of contact for all external facing communications
 - Create and fulfill all regional material as requested/needed
 - Service requests from staff for program and event fliers
 - Website: maintain website, keeping content current and on brand
 - Events: develop all material to include: invitations, signage, program, etc.; working with designated designers to ensure on brand
 - Public Relations: work to develop relationships with media, provide key talking points for interviews
 - Social Media: oversee engagement, measurement data, reporting, maintain all social media
 - Prioritize projects to meet all deadlines as prioritized by ED and internal team, on budget
 - Create and refresh collateral ongoing and as prioritized by ED (Annual Appeal, brochures, flyers, ads, postcards, etc.)
 - Brand: responsible for ongoing brand management, education, and compliance
 - Create marketing and outreach calendar

Implied:

- Keep HG communications current, on brand, and compelling
- Ensure communications are of the highest standard as well as appropriate for the target audience
- Be budget conscious and responsible
- Set a high standard for stakeholder service
- Be a brand ambassador

Key Interfaces:

- Executive Director
- Development Director
- Directors, Managers of all HG Departments
- Vendors: designers, printers, event logistics
- Media: incoming requests and outreach

Physical Requirements:

- Geographic Information: Primary responsibility in Sun Valley, Idaho
- Hybrid arrangement of in-person and remote work an option
- Occasional travel may be required
- Being flexible and adaptable in successfully managing the organization's growth
- Occasional weekend work required
- Occasional attendance at evening and overnight program events required

Experience Requirements:

- 3-5 years relevant development and/or marketing experience with responsibility for communications functions
- Demonstrated understanding of and experience in development and communications
- Demonstrated understanding of brand, websites, and use of social media

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- Graphic design experience a plus

Benefits:

- This position will accrue 10 days of paid vacation leave each year, and 5 days of paid sick leave. Both vacation and sick leave will start accruing as of your start date.
- This position is allotted 11 paid holidays off per year, as listed in the Higher Ground Employee Manual.
- The position includes full medical benefits/health insurance which may require a variable degree of employee contribution should you elect to participate in the HG Gold group plan. Medical/health insurance coverage will commence 60 days from your start date. All medical coverage is subject to renewal and variability on a year-to-year basis. Should you choose to do so, you can add family members/dependents to the HG medical benefits plan. Costs associated with family members/dependents residing on the HG medical benefits plan are the sole responsibility of the employee. The medical benefits/health insurance plan includes a 'vision' package and EAP at no cost to the employee.
- This position includes short term disability, life, and accidental death and dismemberment insurance. STD, Life, and AD&D insurance will commence 60 days from our start date. This insurance is subject to renewal and variability on a year-to-year basis.
- HG offers eligible employees up to 12 weeks of combined medical leave and paid family leave for qualified reasons.
- HG will reimburse your cell phone stipend.
- This position will be eligible to set up and contribute to an individual Simple IRA plan. HG will match the contribution to your SIMPLE IRA equal to your salaried reduction contributions, up to a limit of 3% of your compensation (or contribution) for the calendar year.
- The position includes a membership to the Wood River YMCA, active upon start date.
- This position may include access to a Sun Valley ski pass.

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