



Mothers & Babies
PERINATAL NETWORK

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Job Description
Development & Marketing Coordinator

Position Summary: The Development & Marketing Coordinator works as a part of the Network's administrative team to advance agency programs and services to advance the Mission of our agency. The Development Coordinator works closely with the Executive Director and all Program Directors to ensure adequate funding for all programs and services.

Reports to: Executive Director

FTE: 37.5 hour position; able to maintain a flexible working schedule that includes occasional evenings and weekends.

Donor Development/Management:

- Development & management of the Network donor database including regular updates and review of database records to assure accuracy.
 - Maintain foundation, corporation and individual donor files.
 - Prepare acknowledgement letters and other correspondence.
 - Monitor donation levels, assure agency compliance with and provision of donor level benefits
 - Become familiar with and be prepared to respond to donor questions regarding tax credit programs.
- Conduct preliminary research on prospective corporate foundation and individual donors.
- Produce monthly donor e-newsletter
- Prepare monthly fundraising reports and other database reports as needed.

Annual Appeals:

- Coordinate productions and mailing of spring and year-end appeal letters.
- Track tax credit donations in the database and maintain donor files.

Network Fund Development:

- Attend & assist with fund development committee meetings; handle all administrative details associated with the fund development committee (i.e. prepare and distribute notices, agendas, minutes, etc.).
- Schedule speaking engagements for Executive Director, other administrative staff and/or board members; assist with the development of presentation materials

Annual Fashion Show/ Other Special Events:

- Staff Board committee(s) with planning for special events
- Sponsor & vendor recruitment, communication and support
- Secure volunteers as needed
- On-site Coordination for special events
- Maintain guest lists, gather and prepare registration materials and other duties as assigned for fund-raising and PR events.

Broome • Chenango • Cortland • Delaware • Otsego • Tioga • Tompkins

Media Coordination

- Prepare media materials for distribution. (i.e. copying, filing, mailing, e-mailing)
- Assemble media and donor kits for events and meetings.
- Draft Media Advisories / Press Releases
- Coordinate Press Conferences (room set up, agenda, speakers, etc.)
- Work directly with ad agency to help build awareness and promote upcoming events

Grant Research & Development

- Using web-based and other materials, conduct research to find potential grant opportunities for possible submission of proposals
- Maintain a database of foundations and corporation funding opportunities to review for possible submission of proposals
- Conduct research on foundations to determine relativity to Network programs and services and recommended approaches
- Assist with development of proposals

Program and Agency Analytics

- * Gain familiarity with, and use agency electronic client database to assess agency performance and outcomes
- * Prepare quarterly and annual reports to showcase performance and to use for assessment & improvement
- * Prepare annual report

Social Media

- Responsible for maintaining agency website, and social media accounts and up to date postings

Other duties as assigned

Qualifications:

- Bachelor's degree in a related field.
- A minimum of three years' experience in an administrative position, preferably in a not-for-profit
- Demonstrated experience with various areas of fund-raising and development
- Proficiency in Microsoft Word, Excel and PowerPoint Database management experience
- Proficiency in database usage
- Excellent verbal and written communications skills
- Ability to present information concisely and effectively, both verbally and in writing
- Ability to organize and prioritize work
- Ability to work independently with little supervision
- Excellent interpersonal skills
- Organization, negotiation, time management, dynamic situation handling, adaptability, and being goal driven are key characteristics