

Job Title: Coordinator of Marketing and Development

Organization: SHARE

Location: Midland/Odessa, TX

Closing Date: Open until filled

Job Description:

SUMMARY DESCRIPTION: The Coordinator of Marketing and Development facilitates the organization's fundraising efforts, reports to the ED of the organization and is responsible for fundraising related to grant writing, events and all other assigned fundraising duties. He/she is responsible for oversight of all marketing efforts of the organization, development of a multi-media marketing strategy.

PRIMARY DUTIES AND RESPONSIBILITIES:

- Maintain a thorough knowledge of SHARE's programs

Fundraising

- Maintain and enhance relationships with current funders and identify new foundation supporters
- Prepare and submit all grant applications in a timely fashion
- Manage compliance with fundraising entities (database management, grant reports, etc.)
- Manage logistics for all event fundraising in collaboration with staff, board and volunteers
- Manage donor database- data input, tax acknowledgements, etc.
- Collaborate with board to cultivate and develop the individual donor base and corporate donations.

Marketing

- Develops a marketing strategy that effectively markets the organization and educates the public in terms of issues and maximizes the organization's fundraising efforts.
- Responsible for the development and implementation of an annual, strategic, special events calendar that ensures the efforts, resources and the volunteer time are utilized in a manner that provides the greatest return to the organization.
- Ensures all events are planned to capture the attention of the intended audience and the media.
- Manages the production of each event ensuring all appropriate sponsorships are achieved and all details are managed in a creative, timely and cost-efficient manner.
- Oversees the development and implementation of communications and media strategies that successfully deliver information and key messages to the public.
- Develops and maintains a strong and productive relationship with both print and electronic media.
- Ensures the organization is understood by the media and the media are interested in presenting information to the public in a manner that informs and educates them on the organization.
- Ensures the development of advertising and promotional plans and manages the annual advertising and promotional budget.
- Makes regular presentations to the Board on Marketing and Communications strategies and activities.
- Performs other duties as directed by the Director of Marketing and Development

REPORTS TO: Director of Marketing and Development

Classification: Full-time

Qualifications:

- Bachelor's degree or equivalent work experience preferred
- Experience in business and/or nonprofit leadership as staff or volunteer
- Experience in budgeting, financial management and fiscal control
- Successful fundraising experience, including grant writing
- Proven ability to manage and organize multiple time sensitive projects, while providing attention to detail and accuracy
- Advanced computer skills required in Microsoft Office and accounting and fundraising software programs
- Working knowledge of Social Media and appropriate use in marketing
- Working knowledge of computer hardware
- Competence in outcome evaluation processes
- Excellent customer service and negotiation skills
- Confident, energetic and enthusiastic Self-motivated

How To Apply

Send resume and cover letter to Tom Jones tjones@sharewtx.org