



Job Title: Development and Communications Coordinator

Reports To: Executive Director

#### Purpose

The Development and Communications Coordinator is responsible for supporting and managing the Free Clinic's resource development (including fund and volunteer resources), communications and marketing strategies. The Development and Communications Coordinator is responsible for stewardship activities related to fundraising and relationship management. This position will manage the overall strategy and creation of all communications materials geared toward individual donors, media, and the general public, including website/blog content, social media, paper and email newsletter, donor solicitations, and special event materials.

#### Responsibilities

- Assist with the development and implementation of the Development Plan, which incorporates a range of strategies including annual appeals, major donors, grants, corporate and individual appeals, and special events.
- Strategize and conduct special events, organizing and supporting event volunteers. Establish and adhere to event budgets; promote events; set up, implement and clean up events.
- Ensure the proper acknowledgement and management of gifts and pledges, provide status and progress reports, manage the donor and stakeholder database.
- Collaborate with the Executive Director to develop an annual communications plan that will increase the visibility of the Free Clinic and grow its base of supporters.
- Develop key messages, brand strategy and style guides, and ensure consistent use throughout the organization. Develop and implement expectations and procedures for gathering stories, photos and other content required to support communications efforts.
- Manage the creation of all organizational materials developed for annual and major donors, including solicitation campaigns and letters, brochures and newsletters, and video content. Strategically utilize website/blog and social media to increase levels of engagement with the organization, grow its base of supporters, and provide public education.
- Develop media plans, establish relationships with relevant media outlets, and write press releases. Monitor news items and current events related or of interest to the Free Clinic;
- Organize, coordinate and manage the recruitment of volunteers for all areas of the Free Clinic, including provider, clinical support, administrative, and development volunteers. Work with civic and local organizations to develop partnerships to develop and/or utilize volunteers.
- Onboard volunteers and maintain updated records of all volunteers. Develop and implement volunteer recognition program.
- Perform administrative duties as needed including filing, copying, sorting, mailing, etc.
- Other duties as assigned.

Type: Part-time; Non-exempt

Qualifications

- Bachelor's Degree required
- 2-3 years of communications, marketing or nonprofit development experience required
- Experience organizing successful special events required
- Excellent written and verbal communication skills, including copy editing and graphic design skills required
- Knowledge and experience with social media tools, including Facebook, Twitter, website management required
- Experience recruiting and managing volunteers
- Ability to handle flexible hours, including occasional evenings and weekends
- Knowledge of event management, processes and available resources
- Organization, project planning and leadership skills
- Exceptional interpersonal skills, ability to interact effectively with community leaders, board members, corporate managers, prospects, donors and a variety of volunteers
- Ability to plan, organize, and prioritize multiple tasks, accomplishing goals in a timely manner.