



Job title: Marketing and Development Coordinator (Full-Time)

Reports to: Executive Director

Job Summary: The Marketing Coordinator is responsible for raising the profile of Alabama CASA through communications/marketing efforts throughout the state to include web content, social media, and graphic design. In addition, the marketing and development coordinator will enable Alabama CASA to increase its funding and volunteer pool, through effective development practices.

Increase Awareness for Alabama CASA:

- Write and distribute effective, persuasive media releases to statewide print and broadcast media outlets
- Prepare materials for media kits that ensure positive image through proactive approach and consistent messaging
- Develop and maintain relationships with key media
- Implement media opportunities to enhance and grow national campaigns on the chapter level
- Plan special event and mission publicity initiatives in order to gain public attention, support and activation through the media
- Implement state-wide Marketing, Social Media, and Recruitment Plan

Manage Social Media Platforms:

- Maintain state website ensuring that content is current, fresh and engaging
- Ensure that all media is driving traffic to website
- Ensure timeliness of local and national posts on social media sites
- Create additional strategies to increase followers and engagement on social media sites

Oversee Critical Needs Fund (CNF):

- Create and implement an alumni engagement plan
- Identify and schedule CNF events as needed

Provide Marketing Materials to Increase Community Support:

- Create and/or update collateral to ensure brand compliance and consistency
- Create dynamic collateral for all programs
- Oversee publication and distribution of monthly e-newsletter for donors, CNF, and volunteer wish granters

Effectively Communicate, Spread National Standards:

- Become an expert in National CASA brand standards and educate staff with updates as needed
- Review brand compliance of all material and update as needed

Create and Execute an Effective Development Strategy:

- With guidance and assistance from the Executive Director and Board of Directors, writing and implementing a comprehensive and aggressive – but realistic – development plan to increase resources
- Develop and manage timelines for various fundraising activities
- Provide support for grants program including researching grant opportunities and submitting applications, ensuring revenue goals are met, meeting grant deadlines and reporting.
- Establish long-term relationships with businesses, corporations, foundations, and donors in the community to build new partnerships and funding opportunities.
- Take the lead coordination role for special events; coordinate marketing, managing the event budget, production, and acknowledgement.
- Developing an expanded individual donor program, including an expanded direct mail and/or online program and an increased utilization of fundraising events
- Manage a portfolio of individual, corporate, and nonprofit prospects in order to open new charitable vehicles, and secure outright gifts for Alabama CASA initiatives

Promote Alabama CASA:

- Lead assigned projects and support other members of the Development team and organization, and collaborate across programs in an effective, professional manner.
- Promote Alabama CASA to our donors and funders, maximizing public awareness of the fundraising activities of the organization
- Facilitating interactions between the Executive Director and members of the Board of Directors with existing and potential funders

Additional Responsibilities:

- Represent the agency at fundraising events and in the community as needed.
- Promote team environment within development department and throughout the state.
- Track prospect/donor moves using actions and notes in identified database

Qualifications:

- Passion for the abused and neglected children mission
- Background check
- Minimum 3 years of professional experience in grant writing
- A valid driver's license is required, as this position requires frequent traveling
- Motivated, self-starter who can work collaboratively and independently
- Proficient in Microsoft Office: Excel, Word, Power Point, Outlook, OneDrive, and Share Point
- Knowledge of MailChimp, Salesforce, QuickBooks, or other fundraising/gift administration databases will be considered a plus

Submit resume, cover letter, portfolio (or school/work examples) and salary requirements to
admin@alabamacasa.org.