

**SMART START OF FORSYTH COUNTY, INC.
POSITION DESCRIPTION**

TITLE: Coordinator, Advancement & Marketing

REPORTS TO: CEO/Executive Director

FLSA STATUS: Exempt or contractor, negotiable

EFFECTIVE DATE: July 1, 2018

POSITION PURPOSE: The Coordinator of Advancement & Marketing works with the executive director and the board chair to achieve the mission, vision, and strategic priorities of Smart Start of Forsyth County, Inc. This position provides essential coordination for advancing the organization through corporate branding and messaging, asset development and reporting; oversees the design, implementation, and evaluation of marketing and asset development strategies; provides technical assistance to all internal and sub-contracted programs, and community partners in messaging, asset development, and related professional services; works with board chair, executive director, deputy executive director, and team leaders to promote a vibrant culture of philanthropy throughout the organization; member of the senior management team.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Strategic Goal: Developing diversified sources of private and public funding and in-kind support.

- Works with Executive Director and Development committee in creating a fund development plan with goals in annual giving, major gifts, program grants, and corporate and foundation support;
- Oversees SSFC fund development activities; including identification, qualification, cultivation, solicitation, and stewardship of potential funders (individual, corporate, foundations);
- Researches and writes grants that fit within the strategic goals of the organization;
- Manages the maintenance and expansion of a donor and volunteer database;
- Recruits, trains, and supervises community volunteers to accomplish asset development goals;
- Coordinates the planning and implementation of an annual meeting of donors, corporate partners, board, and staff;
- Creates materials and publications for fund development activities;
- Incorporates visionary thinking and planning that encompass cultural competency; develops pathways of accountability; makes recommendations using both an organizational advancement and a community collective impact lens.

Strategic Goal: Supporting corporate leadership in conducting on-going assessment and planning for financing SSFC's 2021 priorities toward expanding an affordable, comprehensive, high quality system of early childhood development and learning.

- Works with development committee on developing a community marketing plan, identifying target audiences and determining messages to convey, and setting objectives for achieving increased awareness and involvement;
- Contributes to community marketing by helping to design forums or participating in community events related to branding, messaging, and community perceptions;
- Works with internal departments and community partners in establishing concise, consistent messaging for all resource materials, publications, and use by SSFC staff and board members. Maintain updated materials with latest information and research;
- Builds relationships with local media sources and seek coverage of events, research, and developments related to early childhood work;
- Oversees the writing, layout, design, publication, and distribution of corporate publications;
- Coordinates production of parent resource bags. Maintain an inventory of materials placed in bags, updating and ordering materials as needed, in both English and Spanish;
- Oversees design, implementation, and evaluation of the Smart Start of Forsyth County, Inc.'s messaging in electronic and social media, such as the SSFC website, Facebook, Twitter account, and other outlets, keeping them current and appropriate in terms of text, graphics, and complexity, to all target audiences;
- Coordinates the involvement of SSFC in community fairs, activities, and public relations;
- Oversees production and distribution of news releases on SSFC's activities, successes, new initiatives, and current early childhood education information;
- Schedules speaking engagements to civic, faith, and business groups, to help raise awareness of early childhood issues and SSFC's messages;
- Serves as staff liaison on development & marketing issues to SSFC's board -related committees;

COLLEGIAL RESPONSIBILITIES:

- Provides for all staff a strong day-to-day presence and support an open-door policy among staff;
- Leads, motivates, and develops staff to invoke passion about a culture of philanthropy;
- Coordinates and guides staff and volunteers in accordance with the organization's strategic plan, personnel policies, and applicable laws;
- Responsibilities include interviewing, training, mentoring, coaching, and motivating employees and volunteers in development work; planning, assigning, and directing work; appraising performance; addressing complaints and resolving problems;
- Other duties as assigned.

JOB REQUIREMENTS:

Education and Experience:

- Post-undergraduate work in business administration, communications, education, fund development, journalism, marketing, public administration, public relations, social work, or related field;
- Five years of related professional experience;
- Public Speaking, coordinating media campaigns, and planning events;
- Layout & graphic design experience preferred;

- Experience in a tax-exempt environment preferred;
- Experience preparing marketing or public awareness plans preferred;
- An equivalent minimum of education and experience required.

Preferred Skills and Abilities:

- Proficiency in the theory and practice of public relations and organizational advancement;
- Proficiency in operating computer software such as Microsoft Office, Adobe Creative Suite, PageMaker, and using FTP programs, including building databases and using mail merge;
- Knowledge of early education theory and practice;
- Competence in SSFC finance, business functions and systems, including strategic development and planning, budgeting, business analysis, information systems, human resources, and marketing;
- Competence in understanding and working with diverse public and private, business and family cultures;
- Ability to make good decisions through a combination of analysis, experience, wisdom, and judgment;
- Ability to work both independently without close oversight, but also a team player who will productively engage with others at varying levels of seniority within the organization;
- Ability to manage multiple tasks and projects at a time;
- Ability to create and maintain a web site;
- Ability to achieve results in the execution of plans, including managing effective processes to achieve goals within a specified timeframe;
- Strong organizational and time management skills with exceptional attention to detail.
- A track record of embracing challenges, and acting or reacting as necessary, even if limited information is available;
- Operate an automobile and possess a valid driver's license.

Language and Cultural Skills:

- Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations; English and Spanish proficiency preferred;
- Ability to produce news information to present to individuals, groups, and the media, and respond to questions.

Personality Traits:

- Self-driven, success-oriented with a positive outlook, and a clear focus on high quality and business profit;
- Natural leader, forward planner who critically assesses own performance;
- Capable communicator with strong interpersonal skills, common sense, and a warm, outgoing personality;
- Mature, credible, and comfortable in dealing with senior managers and corporate executives;

- Visionary thinking, ability to think “big picture” and “outside the box;”
- Reliable, tolerant, and determined;
- Well-presented and businesslike;
- Open to new experiences, responsibility and accountability.

Physical Requirements:

- Must be able to perform basic life operational skills of fingering, grasping, talking, hearing, and repetitive movements;
- Must be able to perform sedentary work; exerting up to 50 pounds of force occasionally and/or a negligible amount of force frequently or constantly to move objects;
- Must possess the visual acuity to operate a computer terminal and to read extensively.

Work Environment:

- Individual in this position will be exposed to conditions typical of an office environment;
- Individual must be able to travel in the community up to 50% of the time.