

Literacy Green Bay Job Description

Community Engagement Coordinator

Reports to: Executive Director
Position: 40 hrs/weekly with PTO

Pay Range: \$23-24/hr based
on experience/qualifications
(\$47,840-\$49,920/year)

Summary

Primary function is to work closely with Executive Director and Board of Directors in increasing community awareness, engaging and attracting new donors, raising funds, developing and managing marketing and public relations materials, and planning events. Office hours are arranged with Executive Director--Flexibility to work evenings/ weekends when needed to accommodate special events scheduling and committee meetings.

Donor Relations Responsibilities: (approx. 40% of responsibilities)

- Support the management of our donor tracking system (Kindful), developing database queries and ensuring timeliness and accuracy of data and reporting of analytics to enhance understanding of donors and effectiveness of fundraising activities.
- Represent Literacy Green Bay in the community through awareness activities, collaborative efforts, committee involvement, and educational presentations.
- Steward relationships with new and existing donors and support team in executing personal engagement plans.
- Ensure appropriate and timely correspondence with donors.
- Identify and solicit new donors; take initiative to encourage financial contributions.
- Attend Fund Development Committee meetings

Special Events Responsibilities: (approx. 40% of responsibilities)

- Work with Literacy Green Bay's Fund Development and Special Event Committees to coordinate our special event fundraisers (currently Scrabble Bee, Awards & Appreciation Breakfast, Golfing for Hope and Golf Outing)
- Assist with securing sponsorships for events and programming; Solicit businesses for donations, door prizes or auction items; arrange pick up or delivery of donated items
- Maintain and update sponsorship contact lists
- Recruit and lead Board members, staff and volunteers to participate/assist at any special events
- Work with Program Managers in planning recognition events for their volunteers and program participants
- Attend Special Events planning meetings

Marketing Responsibilities: (approx. 20% of responsibilities)

- Work with Executive Director in compiling, designing, formatting and editing Annual Report
- Maintain website and update content (pictures, organization and program information) on a regular basis

- Create and update any program marketing materials, i.e., displays, brochures
- Create effective social media posts regularly (several times per week)
- Develop and grow social media profiles
- Develop strategies for awareness and fundraising
- Prepare and distribute communications and maintain email distribution list (Mailchimp)
- Obtain/Maintain photos of learners and volunteers; Photograph programs, events, participants on a regular basis
- Attend Marketing Committee meetings

Other:

- Assist other staff and work as team member when needed
- Attend/participate in monthly staff meetings
- Other duties as necessary

Interested candidates should send a resume to Robyn Hallet, Executive Director at rhallet@literacygreenbay.org.