

Position: Marketing & Development Coordinator

Status: Full-time, Non-Exempt

Reports to: Executive Director

Compensation: \$14.50/hour

Schedule: 40 hours per week M-F 8:00 am – 4:00 p.m. (times may vary based on need)

Summary:

The Marketing & Development Coordinator is essential in the administration of Albany Barn, particularly in the areas of development and marketing communications. Applicant must have exceptional communications skills and be highly organized. Tasks of the Marketing & Development are generally project oriented, supplemented with support for long-term strategic initiatives. Applicant should be flexible and comfortable working autonomously.

Duties:

Marketing Communications

- Responsible for implementation of ongoing marketing plan and project specific marketing initiatives.
- Create and maintain appropriate supply of all print marketing materials following branding and procurement guidelines.
- Manage distribution plan for all program and event specific marketing materials.
- Prepare and distribute press releases announcing new programs, exhibitions, special events and new staff or board appointments.
- Increase individual and corporate membership in accordance with annual budget targets.
- Expand social media following by diversifying content and implementing channel specific strategies for all platforms including Facebook, Twitter, Pinterest, and YouTube.
- Attend all external affairs committee meetings and act as recording secretary.

Volunteer Coordination

- Assist in the development of volunteer and intern position descriptions based on current and projected organizational needs.
- Assist in the on-boarding, and scheduling of volunteers and interns.
- Assist in preparation of any reporting required by intern academic program.
- Direct supervision of gallery management intern.
- Implement volunteer recognition and retention strategies including special appreciation and networking events.

Fundraising

- Responsible for maintenance of donor management platform to ensure accuracy of records.
- Maintain and provide data required for grant applications and reporting.
- Coordination of sponsorship and individual donor solicitations including annual membership campaign and corporate support for annual FUSION fundraiser.
- Ensure delivery of sponsor and memberships benefits as outlined for each program or event.
- Assist in the planning and execution of fundraising and donor development events.
- Administrative support for written communication with donors and corporate sponsors including event and meeting invitations and donation acknowledgments.

Minimum Qualifications:

- Associate's degree or higher in Business Administration or related field OR minimum of two years of related experience in a marketing or development position.
- Exceptional written and verbal communications skills.
- Expert knowledge of MS Office Suite including Word, Excel, PowerPoint.
- Working knowledge of WordPress and popular online social media platforms.

Preferred Qualifications:

- Ability to work a flexible schedule, including evening hours, in order to meet organizational needs.
- Working knowledge of Blommerang donor management platform.