

MARKETING, FUNDRAISING & DONATIONS CO-ORDINATOR POSITION JOB DESCRIPTION

REQUIREMENTS OF THE POSITION:

The Marketing, Fundraising and Donations Co-ordinator is charged with increasing the profile of Liberty Lane within the Greater Fredericton area and beyond with a view to managing donations and generating new revenue in support of Liberty Lane's mission. The Marketing, Fundraising & Donations Co-ordinator is responsible for developing social media content, building on existing fundraising opportunities and developing new initiatives, co-ordinating fundraising and donations volunteers, managing donations and donor relations.

DUTIES AND RESPONSIBILITIES INCLUDE, BUT ARE NOT LIMITED TO:

- 1) Marketing
 - Develop and execute impactful marketing and promotional materials through compelling storytelling, via our website, social media outlets, email newsletters, direct mail and advertising campaigns, etc.
 - Update our website and social media channels regularly with current needs lists, fundraising and donation opportunities
 - Develop prospect lists, scripts for donor solicitation and campaigns, etc.
 - Providing external organizations with marketing materials, support, and awareness materials for third party fundraising and marketing campaigns
- 2) Fundraising
 - Improve on existing funding initiatives and develop new sources, i.e. monthly giving, planned giving, ensuring adequate funds for program delivery.
 - Conduct media scanning to monitor relevant news, people, events, issues and trends that can impact fundraising strategies
 - Organize Liberty Lane fundraisers, with fundraising committee members and volunteers
 - Engage in research on current fundraising tactics
 - Monitor and evaluate the effectiveness of fundraising campaigns and use insights for continuous improvements
- 3) Donor Management
 - Apply best practices to all donation revenue streams to create a positive donor journey
 - Develop and maintain a Donor CRM database
 - Identify and create opportunities to recognize donor and sponsor support
- 4) Donation Management
 - Manage donations of food, clothing and household goods, etc., and organization of donations through scheduling and utilizing donations volunteers
 - Collaborate with team members to meet a variety of clients' donation needs
- 5) Other
 - Assist with recruitment, training and retention of volunteers alongside the Child Guidance Coordinator.

The Marketing and Fundraising Co-ordinator will be responsible to and report to the Executive Director.

QUALIFICATIONS:

Education

Post Secondary education in marketing, public relations or a related discipline.

Experience

- Minimum of 3-years experience in a relevant professional role with demonstrated success in the development and execution of marketing and fundraising specific to the charitable sector.
- Experience in developing and executing digital marketing to generate new revenue streams and donors
- Knowledge and understanding of technical and creative aspects of digital and mobile marketing including search engine optimization, keyword search and Google Analytics.
- Proficiency in Computer applications including Microsoft 365, Zoom, and other basic software
- Proficiency in Social Media platforms, i.e. Facebook, Instagram, Twitter, You Tube, etc.
- Experience in Website design and editing using Weebly
- Functional Knowledge of Donor CRM databases for donor management, information dissemination and appeals.
- Functional knowledge of Canada Helps, Paypal, etc.
- Experience in writing funding and grant proposals

OTHER:

- Blend of office and remote working. Remote working requires access to stable high-speed internet and a work space that supports confidentiality and minimizes distractions
- Willingness to work non-traditional hours as required
- Comfortable taking initiative to start new projects and reach out to people and/or organizations with the Fredericton community
- Ability to travel and meet with donors and sponsors as required
- Strong organizational skills – able to set priorities, develop a work schedule, monitor progress
- Ability to multi-task with exceptional attention to detail
- Ability to work independently and as part of a team.
- Excellent people skills/welcoming demeanour
- Exceptional verbal, written and electronic communication skills
- Bilingual (English/French) considered an asset.
- Commitment to maintaining a high level of confidentiality
- Knowledge of violence prevention field, interventions and issues around domestic abuse

Background checks required:

Criminal Record & Vulnerable Sector Background Check from Police.
Prior Contact Check from Social Development

Additional:

The successful candidate will be required to provide proof of full vaccination.