



OUTREACH COORDINATOR

POSTING DATE

January 27, 2017

POSITION IDENTIFICATION

Outreach Coordinator; full-time 40 hours/week; FLSA non-exempt

POSITION SUMMARY

The Outreach Coordinator supports a range of philanthropic and communication activities to help further The Watershed Center's mission to advocate for clean water in Grand Traverse Bay and act to protect and preserve its watershed. S/he is responsible for building meaningful relationships with current and prospective members and connecting them to appropriate giving opportunities, which requires strengthening the database system and properly and timely acknowledging donors. S/he will also develop and lead communication strategies, including the development, distribution, and maintenance of all print and electronic communications and delivering presentations to community groups. This position requires a genuine enthusiasm for TWC's mission and the ability to project that enthusiasm to others. Strong interpersonal and communication skills are essential to effectively interact with and build trust and confidence among our members and supporters.

RELATIONSHIPS

Reports to: Executive Director

Supervises: none

Works with: Program Director, Grand Traverse Baykeeper®, Legal Council, Bookkeeper, Board of Directors

External stakeholders: donors, volunteers, general public

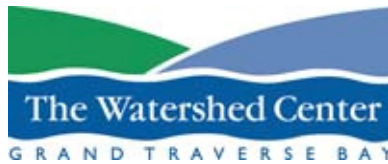
RESPONSIBILITIES

Communication

- Collaborate with other staff to develop, lead, and evaluate communication strategies that will broaden programmatic reach and deepen the organization's impact
- Partner with and coordinate staff in the development and dissemination of effective communication, outreach, and marketing plans and materials
- Under the guidance of the Executive Director, play an active role in meeting outreach goals identified in the organization's strategic plan
- Manage the development, distribution, and maintenance of all print and electronic communications, including newsletter, website, eNews, social media, and press releases
- Coordinate website maintenance to ensure new and consistent information is posted and updated regularly
- Create and deliver press releases and media relations content; manage all media contacts
- Create, design, publish, and distribute print newsletters and annual report

Philanthropy

- Work collaboratively with staff to identify, cultivate, and solicit individual, foundation, private, corporate, and other funding prospects
- Strengthen and maintain the donor database, including managing members, campaigns, acknowledgements, and reports



- Ensure donors are stewarded, cultivated, and retained, focusing on a moves-management approach and custom cultivation strategy for each donor
- Process donations and oversee donor acknowledgment process to ensure timely, accurate, and appropriate response to donations
- Develop donor lists, progress reports, and extractions of data for analysis and ongoing reporting
- Assist the Executive Director with fundraising initiatives such as the annual appeal, membership renewals, special appeals, major donor meetings, and other giving programs
- Execute direct mail campaigns
- Assist the Executive Director in developing and executing a diversified annual fundraising plan
- Manage and strengthen donor management and acknowledgement system
- Maintain accurate records and provide regular reports on goals in the fundraising plan
- Routinely network with targeted individuals to cultivate personal relationships and develop personal giving
- Identify, steward, and assist in soliciting corporate sponsors for programs and events
- Assist with the planning and implementation of recognition/cultivation events for current/prospective donors/volunteers
- Assist staff with researching funding opportunities and writing grant proposals if requested

Community Engagement

- Build strategic relationships within the community, including participation in local networking groups
- Schedule and deliver outreach presentations in the community
- Maintain relationships with collaborative partners and cultivates new ones
- Assist staff with volunteer recruitment, coordination, and acknowledgement activities

STANDARDS OF PERFORMANCE

Success is measured by the degree to which:

- Required work is completed on time and budget goals are met
- Written communication is clear, concise, professional, and free from error
- Fundraising and communication plans are adhered to and improved when appropriate
- Number of new members increases annually, including funding from individual, foundation, private, and corporate sources
- Contribution amounts from individual donors increase annually
- Reported level of satisfaction from members and the general public averages good or better
- Members, volunteers, staff, and Board are satisfied with The Watershed Center's outreach strategies and implementation

REQUIRED KNOWLEDGE AND EXPERIENCE

Related Work Experience

- At least two years of relevant experience, preferably in the non-profit sector
- Experience independently cultivating and soliciting donor prospects
- Experience in business copywriting, editing, and proofreading



- Experience with graphic design and production of marketing materials

Formal Education or Equivalent

- Bachelor's degree with excellent academic performance, preferably in marketing, public relations, non-profit management, or related field

Skills

- Ability to identify and connect prospective donors with The Watershed Center's mission
- Extremely detail-oriented with strong organization skills
- Excellent prioritization and multi-tasking abilities
- Ability to gather, analyze, and summarize information including numerical and financial data
- Exhibit excellent time management skills and ability to meet deadlines
- Demonstrated ability to work independently and as part of a team
- Exhibit professionalism, with superior social and interpersonal skills
- Excellent verbal and written communication skills in the English language
- Effective problem solving skills
- Proficient in use of PC, Microsoft Office Suite, Adobe Creative Suite, Word-Press, and Salesforce
- Strong experience utilizing social media, specifically Facebook and Twitter

Other

- Able to work flexible hours, including occasional evenings and weekends
- Desire to learn and grow professionally

COMPENSATION

The Outreach Coordinator is a full-time FLSA non-exempt position with a salary range of \$15-\$17/hour commensurate with experience. As a full-time employee, the Outreach Coordinator is entitled to The Watershed Center's benefit package as described in the Employee Manual.

TO APPLY

Please email application, resume, and cover letter stating your suitability for this position to Executive Director Christine Crissman at ccrissman@gtbay.org. Application materials must be received **no later than 5:00pm EST Friday February 10, 2017.**

The Watershed Center is an equal opportunity employer and will not discriminate in employment, promotions, or compensation on the basis of sex, age, race, religion, color, national origin, marital or veteran status, or disability.