



December 3, 2018

Job Description

Title:	Development Coordinator
Reports to:	Executive Director
Application Deadline:	December 19, 2018
Classification:	Fulltime, non-exempt

Position Description

The ***Development Coordinator*** is a fulltime, non-exempt position and reports directly to the Executive Director. The *Development Coordinator* is responsible for a variety of development and communications projects, with particular focus on volunteer management, marketing strategies, sponsorship development, and event fundraising.

This position is focused on increasing, broadening and deepening program participation and constituent relationships, as well as making the general public more aware of GRNA, Inc.'s mission. Planning and implementing promotional strategies for all programs is a core responsibility of this position. A portion of this communication and outreach work includes creating content for media and target audiences, as well as executing social media campaigns on a variety of web-based platforms. The *Development Coordinator* also helps develop collaborative relationships with a wide variety of Grand Traverse area organizations, businesses, and schools. Responsibilities will also include coordinating major fundraising events, increasing business sponsorships, and assisting in other fund development needs as necessary.

In partnership with the GRNA's staff, this position is also responsible for coordinating the volunteer efforts that support Grass River Natural Area, Inc.'s programs and ensuring the volunteer management program is executed effectively.

Duties & Responsibilities:

Volunteer Coordination (15%):

- Manage and oversee volunteer program
- Develop job descriptions, recruit, screen, interview, train, and evaluate current and prospective volunteers
- Maintain records and reports on volunteer activity.
- Manage communications with volunteers through electronic and personal connection.
- Organize volunteer appreciation events through the year.
- Maintain partnership with other volunteer networks in the region.

Communications & Outreach (60%):

- Evaluate current communication strategies at GRNA, Inc. and implement a Communications and Marketing Plan based on this evaluation and on professional research.
- Cultivate strategic partnerships through outreach activities including serving as liaison to local and regional organizations, university contacts, and local and regional businesses.
- Organize and participate in community outreach efforts to educate the broader community about Grass River Natural Area, Inc., its programs, activities and projects

- Lead overall communications strategy for organization including marketing and advertising techniques.
- Develop strategies for the promotion of GRNA, Inc. programs, including identifying target audiences and the most effective methods of reaching them.
- Develop publicity materials and write press releases and other promotional copy.
- Maintain and update (weekly) the GRNA website; utilize social media to reach target audiences, distribute direct mail and email promotions, and develop other web-based promotions.
- Develop and strengthen relationships with local and regional press contacts.
- Provide regular reports to GRNA, Inc. Board of Directors with long-term plan updates, current communication and outreach statistics and trends.

Fund Development (25%):

- Coordinate major fundraising events in coordination with GRNA's Development and Marketing Committee.
- Work closely with the Executive Director to develop donor relations, create fundraising materials and implement fund development plans.

Job Qualifications:

- Bachelor's degree in communication, marketing, environmental education or related fields.
- Minimum 3 years of experience working in at nonprofit with success in managing and forging relationships.
- Excellent communication skills, both written & verbal.
- Strong organizational, communication and computer skills.
- Flexibility to influence and engage a wide range of individuals to build and sustain relationships.
- Able to maintain a flexibility work schedule, including evening and weekends.
- Ideal candidate must have strong organizational and time management skills, attention to details and the ability to maintain confidentiality and have a diplomatic attitude.
- Experience in planning, coordinating and managing multiple projects to achieve desired outcomes and tracking and reporting on progress within an organization
- Familiarity with donor relations and fund development.
- Ability to work positively with a diverse group of people in a dynamic environment
- Ability to work independently without close oversight; and as a team player who will productively engage others within and outside Grass River Natural Area, Inc.

Grass River Natural Area Mission Statement: To manage the Grass River Natural Area, conserve and protect its watershed, and provide opportunities that increase knowledge, appreciation and community-wide stewardship of the natural environment.

To apply: Please email cover letter, resume, and three references in one (1) PDF document to:

Jenn Wright, *Executive Director*

jenn@grassriver.org

www.grassriver.org