



ARTS FOR THE AGING

FUNDRAISING and COMMUNICATIONS COORDINATOR POSITION DESCRIPTION

REPORTS TO:	Director & CEO
LOCATION:	15800 Crabbs Branch Way, Rockville, MD 20855
SUPERVISES:	No direct reports
FLSA CLASSIFICATION:	Exempt
STANDARD HOURS:	9:00 a.m. – 5:00 p.m. M-F

Arts for the Aging engages older adults and professional and family care givers in health improvement and life enhancement through regular participation in the multi-disciplinary arts. Arts for the Aging is the only organization serving the Greater Washington D.C. area with a mission solely dedicated to delivering multidisciplinary, artist-led engagement programs to older adults and their care partners, especially those impacted by aging-related physical and cognitive impairments.

This position is ideal for someone with previous nonprofit experience interested in building a career in fundraising/development, individual giving, donor relations, communications, and/or grant writing and administration. In addition, the Coordinator must have a passion for supporting Arts for the Aging’s culture and values, and aligning programs, practices and communications accordingly.

On cultural equity: We realize that to date we have not fulfilled responsibilities as a cultural organization in terms of promoting diversity within, and that we need help to do that. As steps in that direction, we are engaged in a cultural equity and anti-racist learning series, and we will target fundraising efforts to help us set up an environment for a more diverse staff—particularly as we seek to grow a development department in-house.

POSITION OVERVIEW:

The Fundraising and Communications Coordinator will support Arts for the Aging’s fundraising and communication objectives. This includes assisting with cultivating gifts from new and existing individual and institutional donors through mailings, prospect research, donor support, and database management. Under the guidance of Arts for the Aging’s Fundraising Consultants and the Director and CEO, assist with grant administration, implementation of new communications plan, and other communication efforts. Solicits and acknowledges donations, prepares board and staff members for solicitations as necessary, and maintains donor records. May arrange and attend meetings with donors and prospective donors.

SPECIFIC RESPONSIBILITIES:

Fundraising and Grant Administration and Support:

- Update and maintain the grants and contracts calendar
- Maintain digital communications such as e-newsletters and social media calendars pertinent to fundraising activities. Assist with producing online campaigns
- May process and enter payments for donations, make calls to donors regarding declined or expiring credit cards, document gifts, prepare acknowledgement letters, tax receipts, and other correspondence
- Support grant proposal development, funding requests, and report writing. Assist in identifying and cultivating grants, and track pre-and post-award funder deadlines
- Support the submission of funding requests (e.g. compiling necessary documents to create an application package)
- Assist in the production and management of mailings, fundraising appeals and online campaigns, including creating mail merged documents, and donor acknowledgement correspondence
- Participate in trainings and webinars as needed

Prospect Research:

- Conduct preliminary research and analysis on prospective individual, corporate, and foundation donors
- Track donor opportunities, research prospects, and support proposal development

Database Management:

- Collaborate with Administrative Manager to assist with maintaining donor/donor-prospect database, software tools, and systems. Create and generate revenue, donor information, fundraising, and ad hoc and audit reports
- Collaborate with Administrative Manager regarding donor database and financial systems to ensure accurate information and reporting
- Track institution grants and the move management process (set goals, create a plan, record,etc).

Communications:

- Assist with maintaining and creating content for the website, blog, e-newsletter, social media platforms, and other digital marketing efforts. Create communications to target potential clients, partners, and donors; drive traffic to website and track engagements to help educate, raise awareness, and to increase sales
- May assist with developing internal organizational announcements, and revise and edit existing documents and materials such as annual reports and press releases
- Assist with implementing communication strategy and executing communication plans
- Participate in brand management and promotion, provide customer service to donors and other constituents including identification and segmentation

Performs other job-related duties and functions as assigned

MINIMUM QUALIFICATIONS & SKILLS:

- Bachelor's degree or an equivalent combination of education and experience.
- Two (2) years of directly related experience in a nonprofit development or fundraising role
- Ability to handle confidential donor/constituent information with sensitivity and integrity
- Knowledge and experience using database software, such as DonorPerfect (current system), iMIS, Raiser's Edge, Personify, Salesforce, eTapestry, Giftworks, Sage or similar systems
- Knowledge of Microsoft Office Suite, particularly Excel required
- Excellent communication, (written and verbal) and entrepreneurial skills
- Ability to communicate clearly and concisely
- Social media savvy; experienced with content creation using a variety of platforms such as LinkedIn, Facebook, Instagram, Twitter, and Constant Contact. Familiarity with technology tools for web-conferencing, project management and website maintenance (Zoom, Trello, Wordpress, etc)..

PREFERRED QUALIFICATIONS:

- Detail oriented with a dedication to accuracy
- Strong organizational and time-management skills
- Strong interpersonal, listening, cross-cultural, and relationship building skills

ADA SPECIFICATIONS:

This position is located in Rockville, MD, with occasional local/regional travel. Arts for Aging is currently operating at 100% remote capacity to ensure the safety of our community. The telework schedule is effective during COVID-19 until further notice along with information technology (software and hardware support) for home office set up as appropriate. The role is primarily sedentary, but may require the ability to occasionally lift items weighing up to 25 pounds and transport them to another location.

Arts for the Aging is an equal opportunity employer and values diversity. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, disability or other protected class status.

The above statements are intended to describe the general nature and level of work being performed by the individual(s) assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required. Management reserves the right to modify, add, or remove duties and to assign other duties as necessary. In addition, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

ANTICIPATED HIRE DATE: 2020

APPLICATION INSTRUCTIONS:

Send your cover letter, including what makes you a good fit for this role, and your resume to info@AFTAarts.org by November 30, 2020. Attention/Subject: Fundraising and Communications Coordinator search. Incomplete applications will not be considered. No phone inquiries or snail mail applications, please.

COMPENSATION/BENEFITS:

Salary range: \$45,900 – \$54,700 commensurate with experience. Benefits: Vacation, sick/personal leave, health insurance reimbursement, professional development, business travel reimbursement.