

Job Description

CASA of Oklahoma County, Inc.



Job Title: Marketing and Development Coordinator			
Reports to: Director of Development		Issued: 8/21/2024	Revised: N/A
Approved By:	Type of Position:		FLSA:
Kim Vanbebber	<input checked="" type="checkbox"/> Full-time	<input type="checkbox"/> Part-time	<input type="checkbox"/> Exempt
	<input type="checkbox"/> Intern	<input type="checkbox"/> Seasonal	<input checked="" type="checkbox"/> Nonexempt
Job Summary:			
The Marketing and Development Coordinator is responsible for supporting the marketing, communications, and fundraising efforts of the organization. This role involves creating and maintaining marketing efforts both digital and print as well as assisting with fundraising events and campaigns and fundraising administrative tasks.			
Key Responsibilities:			
Marketing and Communications:			
<ol style="list-style-type: none"> 1. Create, edit, and distribute marketing content, including brochures, newsletters, emails, social media posts, annual reports, and website content. 2. Assist different departments with the creation of digital and print marketing materials <ol style="list-style-type: none"> a. Maintain and update the company’s social media accounts. b. Manage and update the company’s website content. Monitor and report on website traffic and online marketing initiatives. c. Assist with email marketing campaigns, including list management and analytics. d. Write and proofread marketing copy for various channels. e. Organize and maintain marketing collateral and files. f. Collaborate with graphic designers, web developers, and other marketing professionals to produce promotional materials. 			
Fundraising and Development:			
<ol style="list-style-type: none"> 1. Assist in the development, execution, and tracking of fundraising campaigns, specifically those in digital channels (i.e., social media fundraisers) 2. Maintain accurate records of donors and track donations. Process donations and send appropriate acknowledgment to donors. 3. Create fundraising materials, such as brochures, solicitation requests, or online donation forms. 4. Assist in the planning and executing all fundraising or CASAofOKCO related events. 5. Assist with grant applications and other forms of fundraising. 6. Provide administrative support to the development department, including scheduling meetings and managing databases. 			
Supervisory Responsibility:			
No direct staff supervision is part of this position.			
Knowledge, Skills, and Abilities Required			
<ol style="list-style-type: none"> 1. Excellent written and verbal communication skills. 2. Proficiency in different design platforms (I.e., Canva, Adobe Photoshop, Illustrator, etc.) 3. Proficiency in social media platforms, SEO, WordPress, and marketing analytics tools. 4. Strong organizational skills and attention to detail. 5. Ability to work collaboratively in a team environment. 6. Experience with donor management systems and fundraising software is a plus. 7. News media communication knowledge 			

Education & Work Experience
Bachelor's degree in Marketing, Communications, Nonprofit Management, or a related field.
Computer and Software Requirements
Computer literate and proficient in Windows or macOS Microsoft Office suite (Word, Excel, Outlook, PowerPoint), Adobe Creative Suite, and general office equipment.
Licenses, Certifications, Special Requirements
<ol style="list-style-type: none"> 1. Professional business attire 2. Valid state driver's license 3. Automobile available for on-the-job purposes with current verification of adequate automobile insurance coverage. 4. Mobile telephone 5. Flexible day/evening working hours
Physical Requirements & Work Environment
<p>Physical Demands</p> <ol style="list-style-type: none"> 1. The employee will be engaged in speaking, sitting, walking, driving, listening, and communicating both orally and in writing while performing his or her duties. 2. The employee will use hands to operate a computer terminal, open and close file drawers, make telephone calls, etc. 3. The employee must be able to listen and respond to questions and instructions. <p>Work Environment</p> <ol style="list-style-type: none"> 1. The noise level in the employee's office ranges from quiet to moderate. The individual office space will be smoke free. The work environment involves exposure to the general public and the potential for unpredictable situations.
The qualifications, physical demands, and work environment described herein are representative of those an employee will encounter and must meet to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities.