

## Development and Marketing Coordinator

### Position summary:

The Development and Marketing Coordinator assists the Executive Director in the design and execution of the organization's development and marketing plans. This position manages the fundraising database (Little Green Light) and is responsible for day-to-day development functions, including gift entry and acknowledgment, reporting, analysis, and reconciliation. Marketing functions include managing the organization's social media presence, creating and implementing the monthly E-newsletter, and working closely with outside designers in the creation and distribution of the season brochure and program.

### Development Responsibilities:

- Write and design external documents, including fundraising proposals, publications, and communication materials (cultivation, solicitation, and donor acknowledgment letters). Also includes an annual alumni newsletter and monthly donor stewardship communications.
- Assist Executive Director with reporting program information, service metrics or any applicable data for funding applications.
- Oversee management of donor files via Little Green Light. Includes inputting donations, creating and mailing acknowledgment letters, and reporting metrics related to appeal and online fundraising campaigns.
- Reconcile development revenue with Office Manager and accounting system; assist Executive Director with creating monthly development reports/metrics for the Board of Directors.
- Cultivate and expand sponsorship development and fulfillment.
- Manage and coordinate all special events:
  - Participate in planning, implementation and follow-up for all special events and annual receptions.
  - Solicit and manage online auction, including: solicit donations, managing the online auction platform, acknowledge and recognize donors, track items, produce needed reports and paperwork, work with the executive director and advisory committee.
  - Secure and manage volunteers, staff and others with event and day-of operations.
  - Organize and distribute post-event thank-you messages.
  - Design and maintain systems to capture best practices used during event planning and management for use with future events.

### Marketing & Communications Responsibilities:

- Manage creation, distribution, and maintenance of all print and electronic materials, including:
  - E-newsletters (monthly)
  - Concert e-blasts
  - Press releases
  - Program flyers and concert posters
  - Season brochure and season program
  - Print newsletter
- Consistent and engaging postings and conversations on social media outlets, including Facebook, Twitter, Instagram, as appropriate.

- Maintain and update the organizational website with event announcements, photos, news articles, newsletters, press releases, etc.
- Work with ticketing agents at performance venues.
- Secure ad sales for season program.
- Work with leadership to identify media opportunities and implement campaigns around key programs and issues, including monitoring media cycles and updating media lists. Supports in the identification of public relations opportunities, writes and edits PR content for the press releases.
- Submit regular reports to executive director on communications activities, engagement levels, and progress.

**Other organizational responsibilities:**

- Supports program staff in communicating a consistent message to stakeholders that is tied to development and marketing objectives.
- Attends all concerts and special events, building and fostering relationships with new and current donors.
- Participates in the culture and community of the VYOA.

**Education & experience:**

- Bachelor's degree preferred.
- Minimum of 1-2 years of fundraising, marketing and communications experience with proven track record of growth.
- Confident and clear communicator (oral, written and presentation) with a wide-range of audiences.
- Strong project management skills; collaborative, team player; ability to think creatively, outside of the box.
- Computer savvy, experience working with fundraising databases, Microsoft Office (Word and Excel), and Adobe Creative Suite (InDesign and Photoshop).
- Experience in social media networking, website design and maintenance.

**Specialized Knowledge:**

- Experience and/or training in WordPress, LGL, Hootsuite, and Google Analytics.
- Demonstrated understanding of best practices in database management and standard office practices, procedures and equipment.
- Comfortable building relationships with supporters and friends of the organization, in-person, via email, and on the phone.

**Working Conditions:**

- 40 hours/week (Monday – Friday, 9:00am – 5:00pm), occasional nights and weekends.
- Office-based; ability to sit at desk most hours of the day.
- Able to occasionally lift and/or move up to 25 lbs.

**Submit cover letter and resume to [jobs@vvo.org](mailto:jobs@vvo.org). No phone calls please.  
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