



Position Description

Position Title: Membership and Events Coordinator
Hours: Full Time (9am-5pm, M-F)
Date: August 13, 2019

Summary: The Membership and Events Coordinator is supervised by the Development Director to maximize total gift revenue through membership drives, fundraising events, business relations, and annual fund strategies. The Membership and Events Coordinator is specifically responsible for implementation, evaluation and refinement of Friends' membership growth strategies and managing events and solicitation/securing of event sponsorships. The Membership and Events Coordinator identifies, cultivates, solicits, and stewards new prospects for member outreach and business partnerships, in accordance with performance targets set by the Development Director. A comfort and familiarity with data management tools, strong computer and communication skills, including social media, and the ability to manage multiple projects at once are essential for this position. Website design experience is desirable. Friends offers a competitive salary with health benefits and 401(k) matching.

Please send a cover letter, resume and professional writing sample (persuasive essay, project report, blog or media article, formal letters, etc.) to search@friendsvinp.org by Friday, August 30th 5pm AST.

Principal Responsibilities:

1. Events and Fundraising: Recruit and secure businesses locally and abroad to become strong, long-time supporters of the Friends through engaging sponsorship opportunities within our events and programs. Work with Development Director to plan and manage event execution. Support Affinity Business Partner relationships.

- Track and report on sponsor activities (eg: recruitment, giving status)
- Solicit new and returning sponsors for annual events
- Maintain sponsor database, ensuring records are accurate and up-to-date
- Maintain fundraising outreach tools (eg: online auction platform, Race-for-a-Reason)
- Assist Development Director with general fundraising tasks related to events

2. Membership: Implement strategies to grow and diversify membership, utilize the membership database to provide meaningful membership reports to track progress, and provide strong, consistent communication with members.

- Track and report at least quarterly on member activities (recruitment, retention, attrition)
- Maintain member database, ensuring records are accurate and up-to-date
- Manage membership renewal campaign
- Prepare thank-you letters for certain gifts and make thank-you phone calls
- Support business members/affinity partnerships

3. Public Relations: Help promote the Friends' mission, fundraising activities, programs, and project successes through a variety of media communication channels.

- Assist Development Director and Contractor(s) with implementation of marketing and communication plan
- Manage outreach communications around Friend's events on social media communication platforms (Facebook, Instagram, Twitter, Friends website)

4. Other Duties

- Help with Friends events including moving and delivering supplies, set-up, and breakdown (must be able to carry 30 pounds up and down stairs)
- General administrative tasks for development director as needed and other duties as required