



## **Children First/Communities In Schools of Buncombe County Resource Development Coordinator Job Description**

<b>Program:</b>	Administration
<b>Position Title:</b>	Resource Development Coordinator
<b>Hours:</b>	37.5 hours per week, minimal nights, weekends
<b>Reports To:</b>	Director of Operations
<b>Salary:</b>	Low \$40,000s annually
<b>Office Location:</b>	Physical Office in Asheville, NC
<b>Benefits:</b>	12 paid holidays; health (including vision and dental), vacation/sick days, birthday leave, retirement

### **Organizational Overview**

Children First/Communities In Schools of Buncombe County (CF/CIS) works to strengthen both child and family by keeping students on track for academic success. Our Student Support Specialists work in K-6 schools to support students with improvement goals related to attendance, behavior, coursework, parent engagement, and social-emotional learning. Our afterschool and summer programs provide students with homework help, enrichment activities, healthy snacks, and support with their individualized goals. Our Family Resource Centers offer food boxes, school supplies, emergency financial assistance and much more.

### **Overall Position Responsibilities**

The Resource Development Coordinator will report directly to the Director of Operations, with special direction from the Executive Director as well as the Data & Grants Compliance Officer for certain tasks. The Resource Development Coordinator is responsible for building, maintaining, and analyzing the effectiveness of CF/CIS's resource development, fundraising, and marketing. This includes writing grants, building relationships with donors, planning/executing fundraising events, managing CF/CIS's social media accounts, creating marketing materials, and more. This is a team-oriented role that will also be assisting the operations department with daily administrative activities, such as entering donation information into our donor database and communicating with the Board of Directors.

The responsibilities listed below are representative of the knowledge, skills, and/or abilities required, but may change based on the needs and growth of the organization.

### **We are looking for an individual that:**

- Is committed to a mission of “...empowering children and their families to reach their full potential through advocacy, education and services. As Communities In Schools, we surround students with a community of support, empowering them to stay in school and achieve in life.”
- Loves designing and writing content just as much as they love building relationships
- Strong promotional writing, oral communications, and presentation skills
- Cultivates, builds, and maintains strong relationships; evidence of tact and integrity in dealing with others
- Works well both independently and within a team on one-time and ongoing projects
- Problem-solves, thinks strategically, takes initiative, and is proactive in completing tasks
- Can prioritize and organize multiple deadlines and projects
- Strong organization, project coordination, and event coordination skills
- Strong attention to detail and proofreading skills
- Comfortable with learning new computer software

### **We would love it if the candidate also:**

- Is knowledgeable on grant narrative writing, marketing, communications/media relations, pitching stories, and/or donor management
- Is knowledgeable on Canva or other graphic design platforms to create branded social media and donor appeal graphics
- Has experience using social media analytics, Google analytics, or other data to inform communications strategy and set meaningful targets
- Has experience with nonprofits
- Speaks conversational Spanish

### **Key Responsibilities**

#### ***Donor Relations, Communication, & Marketing (About 35%)***

- Create and manage communications strategies to improve and grow CF/CIS brand awareness and recognition
- Serve as primary content manager for social media accounts (Facebook and Instagram). This includes collaborating with program staff to design and schedule regular posts on direct services, education, advocacy, and upcoming fundraising efforts
- Create content for and design brochures, annual reports, quarterly email newsletters, donor appeals, and other promotional materials and collateral
- Manage fundraising correspondence and mailing lists for individual donor solicitations
- Ensure website stays updated and relevant
- Capture photographs/videos of program staff in action and at events to support content creation
- Meet with current donors and donor prospects to enlist support and steward relationships

- Work to enhance organization's visibility in the greater Asheville/Buncombe County community through partnerships and marketing; identify opportunities for proactive media outreach
- Serve as an ambassador of the organization

#### ***Grant Writing & Administration (About 30%)***

- Assist Director of Operations and Data & Grants Compliance Officer in managing grant portfolio, writing grant proposals and reports (including annual audits), coordinating additional documents and signatures, interpreting grant guidelines, and communicating with grantors
- Develop relationships with foundation program staff
- Assist in researching and identifying new funding opportunities

#### ***Administrative Support (About 15%)***

- Provide day-to-day clerical/administrative support related to resource and funds development, such as checking the mail, filing donation paperwork, entering donation data into donor database, replying to emails in a timely manner, calling donors, taking meeting minutes, etc.
- Manage the donor database, which includes tracking donors and their donations, updating donor profiles, creating appeals, updating acknowledgement emails, and creating donor and donation reports to analyze giving trends
- Administer bulk mailings

#### ***Planning & Executing Fundraisers (About 15%)***

- Manage coordination and implementation of all special events, including trivia nights and third-party fundraisers such as the annual WLOS/Carolina Furniture Concepts Break the Hunger Food Drive
- Coordinate event logistics including venue, food and beverage, audio-visual set up and requirements, in-kind donations for raffles/gift baskets, and entertainment.
- Create marketing materials and coordinate event promotion.
- Recruit staff, Board, and community members to work events as needed; communicate with and oversee fundraising volunteers
- Identify and pursue opportunities to benefit from events hosted by community businesses, e.g., proceeds from ticket or beverage sales

#### ***Assistance to the Executive Director and Board (About 5%)***

- Prepare presentations and reports for Board and attend board meetings
- Establish performance measures, monitor results, and help the Executive Director and Board evaluate the effectiveness of the organization's funds development through analysis of data
- Support fundraising training and engagement of Board members in all aspects of funding; identify and create opportunities for Board members to actively fundraise
- Work to develop a balanced funding mix of funding sources, with a particular focus on

- implementing strategies to increase individual and corporate giving
- Assist in maintaining records/manuals pertaining to the Board of Directors
- Represent executive office with discretion and in a professional manner. Handle confidential information.

### **Staff Responsibilities**

- Work collaboratively with all CF/CIS staff to maintain a positive image.
- Attend trainings when required and funding is available.
- Understand and demonstrate the mission and goals of CF/CIS.
- Communicate regularly with the Executive Director and other key staff
- Provide all paperwork and reports needed to CF/CIS
- Attend and participate in all CF/CIS staff functions including staff meetings
- Cross train, share information and communicate with all applicable staff
- Other duties, as assigned

### **Education and Qualifications**

- Minimum of an Associate degree required, preferably in general business, marketing, communications, public affairs/nonprofit administration, or a related field. Bachelor's degree preferred.
- Two or more years of experience in resource development, multimedia marketing, event planning, program or project management, or related experience.
- Alternatively, an equivalent combination of education, training, and experience will be considered.

### **To apply**

Send your cover letter and resume to [employment@childrenfirstbc.org](mailto:employment@childrenfirstbc.org). Position is open until filled. You will be required to submit three references prior to your final interview.

Children First/Communities In Schools of Buncombe County provides equal employment opportunities to all employees and applicants for employment, without regard to race, color, religion, creed, sex, gender identity, sexual orientation, marital status, national origin, age, disability, military, or veteran status in accordance with applicable federal, state and local laws. This policy applies to all terms and conditions of employment, including but not limited to; hiring, placement, promotion, termination, layoff, recall, transfer, leave of absence, compensation, and training. Children First/CIS complies with the Americans with Disabilities Act and its regulations.