



POSITION: Development Associate – Marketing, Special Events, and Volunteer Coordinator
DEPARTMENT: Advancement
REPORTS TO: Director of Philanthropy and Communications
CLASSIFICATION: Full-Time

SUMMARY: The Development Associate- Marketing, Special Events, and Volunteer Coordinator is the key lead for marketing functions, special events, and volunteer recruitment and management from inception to execution.

S/He will work with the Director of Philanthropy and Communications for organizational and program event marketing campaigns and materials, website maintenance and all social media.

S/He will be the point person for all organizational programs and fundraising events. And help to maximize ROI for all. This includes, but is not limited to securing sponsorships, ticket sales, securing auction items, working with volunteer committees, promoting the event, working with vendors, as well as post-event follow up and reporting on ROI.

S/He will oversee the Volunteer program, recruitment, maintenance and record keeping. Assist program staff to determine need; advertise on Volunteer Match and other platforms.

The Development Associate will also assist the Director of Philanthropy and Communications and the Advancement team with organizational networking and outreach as it relates to corporate partnerships, special events and volunteer recruitment and recognition. Expectation to attend networking and outreach events.

DUTIES AND RESPONSIBILITIES:

Marketing and Community Outreach

- Execute marketing, communications, and development objectives.
- Experience with designing program and event flyers for general and program specific informational pieces and events, as well as other marketing materials, social graphics, and promotional collateral.
- Manage social media platforms to build brand awareness and promote key initiatives and resources; and analyze performance statistics. Experience with Facebook, Instagram, LinkedIn, and X, as well as YouTube.
- Assist in identifying networking and outreach opportunities in our service areas for special events, community outreach opportunities, and volunteer opportunities.
- Develop and maintain a schedule for the preparation of fundraising, marketing and communications materials, ensuring integration to convey ACC's brand message.
- Work with external graphic designers to develop marketing, communications and fundraising materials (ex. newsletters, annual report, brochure, event collateral, etc.)
- Write copy for and manage the e-newsletter, and mailing platform, and analyze performance statistics.
- Assist in the organizational Corporate Mission Partner program to develop relationships to garner partnering for referrals, revenues and education.
- Update and maintain the website and analyze performance statistics. Experience with WordPress.
- Assist with media outreach and public relations efforts, as well as track media coverage.
- Attend networking and outreach to promote organizational and program special events. Expectation to attend networking events, some of which may be hours out of the normal work day (evenings, weekends)

- Represent Aging Care Connections at community fairs, agency presentations as well as various memberships and civic organizations.
- Works with Marketing Contractual staff to help promote special events and volunteer opportunities via social media platforms.
- Perform other duties related to the qualifications and requirements of the job.

Special Events

- Research and evaluate various venues for potential events, including capacity, food/beverage and set up.
- In partnership with the Director, develop event management plans for at least three special events.
- Plan, design and produce special events while managing all project delivery elements within stated time limits.
- Coordinate and solicit sponsors for special events. Assist in producing sponsorship materials.
- Coordinate and solicit businesses and individuals for silent auction items for events. Maintain relationship with current businesses and search and identify new vendors for auction items.
- Coordinate Day Of set-up, event volunteer management and take-down.

Volunteer

- Assess the need for volunteers to enhance program/service delivery.
- Identify volunteer assignments that provide meaningful work for volunteers and write the volunteer position descriptions in consultation with staff as appropriate.
- Promote the volunteer program to gain community support.
- Assist in developing an annual plan to recruit and retain volunteers.
- Develop and implement effective strategies to recruit the right volunteers with the right skills.
- Ensure that volunteer check-in procedures are followed, and records of volunteer hours are maintained according to established procedure.
- Plan and implement formal and informal volunteer recognition activities in partnership with the Director to recognize the contribution of volunteers to the organization.

QUALIFICATIONS & REQUIREMENTS:

Education: Bachelor's degree required.

Experience: A minimum of two years' experience working with a community-based nonprofit working with special events and donor database management. Volunteer experience is a plus. Car required.

Knowledge, Skills and Abilities:

- A passion for working with older adults and social services.
- Familiarity with donor database systems. Donor Perfect knowledge is preferred.
- Familiarity with Mail Chimp or like system.
- Strong attention to detail AND project management skills.
- Excellent writing, communication and proof-reading skills.
- Highly organized, energetic, and creative.
- Capable of working on more than one task at a time.
- Ability to work effectively with a team, a team player attitude.
- Ability to be flexible with work schedules as they may change depending upon the project.
- Proficiency in Microsoft Office, Excel and Canva.
- Ability to work outside standard work hours, attending fundraising events, and other meetings and events when necessary.

Please send resume to Jan Walch, Director of Philanthropy and Communications at jwalch@agingcareconnections.org

