



Development and Communications Coordinator Job Description

Summary: The Development and Communications Coordinator (DCC) will work with the Executive Director and Office Manager to further the mission of the Weeks Bay Foundation. That mission is to partner with the Weeks Bay Reserve to protect valuable coastal habitat in Alabama and educate the public about the importance of these resources.

The DCC will work towards this goal by spearheading the donor and member relations portion of the Foundation's work. This includes pursuing major donors, increasing event sponsorships and revenue, increasing membership, and developing unique funding sources. The DCC will be asked to think creatively to cultivate beneficial partnerships that further the work of the Foundation.

The DCC will also be in charge of communicating important progress to stakeholders and the community as a whole. This will be done through the use of social media campaigns, E-News, printed news in *The Pelican Post* newsletter, and member correspondences. The DCC will be responsible for the effective relay of information to a diverse array of partners.

The DCC will be hired by a joint effort of the Executive Director and the Board of Directors. The DCC will be directly supervised and evaluated by the Executive Director.

Minimum Qualifications:

1. A degree from an accredited four-year college or university in a field of study that would support the duties of this position.
2. Ability to communicate effectively both orally and in writing to a wide range of constituents
3. Ability to work efficiently with computers and standard office programs

Highly desired qualifications:

1. Experience with a land trust organization or similar non-profit
2. Verifiable success in fund raising
3. Intact network of local connections and resources
4. Excellent understanding of nonprofit capacity building
5. Experience in successful grant writing
6. Mastery of various social media platforms, proficient at Microsoft Office programs and Adobe Acrobat, and general computer literacy; experience with design programs such as PhotoShop, Pagemaker, etc.

7. Ability to work well as part of a small dedicated team to protect our coastal resources

Job Responsibilities:

- Develop a Major Donor program
- Develop a Planned Giving program
- Increase membership and renewal of existing memberships
- Increase Annual Fund donations
- Increase sponsorships for Foundation events (Bald Eagle Bash, Pelican Paddle)
- Draft/design letters and other documents to support the preceding tasks
- Work with and supervise the Associate Board
- Increase community awareness of the Weeks Bay Foundation mission through improved press coverage of events, successful land transactions, and educational workshops
- Seek speaking engagements for the Executive Director/speak at civic and other group meetings to increase awareness of the Foundation and Foundation events
- Manage all social media accounts (Facebook, Twitter, Pinterest, Instagram, Youtube)
- Manage the Weeks Bay Foundation website
- Manage the Foundation E-News and *The Pelican Post* print newsletter
- Design the new Weeks Bay Foundation brochure
- Support event planning and logistics
- Assist with grant writing projects

Application Instructions

Please submit a cover letter and resume with at least 3 professional references, to marcia@weeksbay.org. If you have any questions, please contact the Executive Director, Ms. Yael Girard, at yael@weeksbay.org

Please submit your information by Friday, November 4th by 5pm.