



Development Marketing Coordinator Job Description

The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

JOB SUMMARY: The Development Marketing Coordinator is an organized, creative, customer service focused and highly detail-oriented professional who can communicate and work seamlessly with volunteers, donors, and staff. The Development Marketing Coordinator will support the Communications and Development teams by creating marketing materials for MRF events and various one-off development projects, developing and managing a robust social media schedule for the Miles for Melanoma and Gala programs and fundraising opportunities and providing customer service for MRF constituents.

The Development Marketing Coordinator will report to the Chief Communications and Marketing Officer but work closely with multiple members of the MRF fundraising team. The Development Marketing Coordinator contributes to the MRF's organizational effectiveness by promoting fundraising events and increasing constituency awareness.

DUTIES AND RESPONSIBILITIES: *Indicates the action or outcomes required to fulfill each major responsibility of the position.*

- Create and manage, with assistance of program lead, email and social media content plans and copy for all fundraising events
- Utilize analytical tools such as Google Analytics, Facebook Insights etc. to monitor and evaluate the Foundation's social media presence and performance
- Develop all marketing materials (post cards, flyers, event registration pages, social media posts, e-blasts) for the Miles for Melanoma 5K Run/Walk program
- Develop all marketing materials for the national Gala series including the event program
- Develop and send e-mail communication for the Gala series and Miles for Melanoma program (including but not limited to save-the-dates, invitations and post-event follow-up)
- Create and update stewardship reports, corporate opportunities document and external calendars
- Assist Communications and Development departments with campaigns related to Melanoma Awareness Month, rare melanoma subtypes, #GivingTuesday and year-end giving
- Attend fundraising events (as needed) such as Miles for Melanoma 5Ks and Galas
- Create and update the MRF's fundraising website pages
- Manage and work with MRF vendors on projects related to development needs



KNOWLEDGE, SKILLS, AND ABILITIES: *Reflects the specific competencies required for job performance.*

- 1-2 years of experience in fundraising or communications, or related experience
- 1-2 years of social media experience including planning, creating and managing content
- High attention to detail, extremely organized and the ability to multi-task multiple projects
- Proficiency utilizing Blackbaud platforms including Team Raiser and Luminate preferred
- Must be able to track and produce metrics and analytics
- Flexible and responsive to sudden matters that may arise or become short-term, high priority tasks
- Team-player with a positive attitude who is able to effectively work with MRF staff and multiple constituents
- Excellent written and oral communication skills
- Outstanding customer service
- Travel required in support of an average of 10-12 events per year. Some weekend and evening travel may be necessary
- Position is based in Washington, DC office

EDUCATION and EXPERIENCE:

- 4 Year degree required
- Experience with graphic design is required
- Prior experience in cancer or health advocacy organizations preferred

ADA PHYSICAL DEMANDS: *The physical demands represent those that must be met by an employee to successfully perform the essential duties and responsibilities of the position. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.*

- The position requires being seated for several hours a day.
- The employee must frequently speak and hear as well as utilize the telephone, computer keyboard and monitor, pen and paper.
- The employee is required to walk and/or travel by car, train or plane.