



Hitchcock Center

EDUCATION FOR A HEALTHY PLANET

DEVELOPMENT AND COMMUNICATIONS COORDINATOR JOB DESCRIPTION

The Development and Communications Coordinator is a full-time position reporting to the Development and Communications Director. This position is an integral part of the Hitchcock Center for the Environment's (HCE) fundraising and communications team. The Coordinator will be responsible for implementing strategies designed to drive program enrollment, increase donor engagement, and strengthen our relationships with the public and community partners. The Coordinator will support fundraising efforts that lead to an increase in donors and contributions including solicitation of members for the annual support campaign, grants, and special events. This position will be responsible for outreach, marketing and public relations as it relates to programming and fundraising.

Please send a cover letter and resume to careers@hitchcockcenter.org by May 3rd.

Development Responsibilities (60%):

- Manage the HCE's annual email and direct mail appeal process in collaboration with the Development and Communications Director and the Database and Information Systems Manager; includes segmenting donor lists, coordinating the design of materials, and coordinating the print and mailing processes.
- Provide event planning and implementation assistance for two major fundraising events that raise \$85,000+; includes helping to identify and recruit business sponsors, event hosts and vendors, coordinating the design of materials, promoting the events, and helping to run the events.
- Execute annual peer-to-peer donor engagement campaigns (e.g. Giving Tuesday); includes overseeing ambassadors, coordinating the design of materials, delivering email and social media content.
- Manage a portfolio of business sponsors and donors.
- Manage and update a master calendar of planned fundraising and communication events and activities.
- Modify the content and design of fundraising forms and materials as necessary to keep them current, consistent, and professional.

- Prepare fundraising materials, progress reports on fundraising goals, and reports and analyses of giving trends.
- Provide database management assistance related to gift processing, recording and tracking gift pledges, and updating donor profiles; provide database management back-up for the Registration and Database Administrator as needed.
- Manage the donor gift and pledge acknowledgement process; oversee board participation in acknowledgements; steward recurring donors with quarterly communications.
- Attend meetings of staff and board fundraising and communication committees and relevant board meetings; prepare necessary materials for said meetings.
- Provide general administrative support to the Development and Communications Director and board fundraising committee.
- Fulfill other duties as assigned.

Communication Responsibilities (40%):

- Develop, write and edit marketing and communications materials, including press releases, blog posts and social media content.
- Strengthen, manage and grow the Center's social media presence; engage with HCE social media followers, social media influencers and direct DMs to appropriate parties within the organization.
- Coordinate the graphic design and promotion of outgoing materials.
- Update, manage and and grow the Center's list of contacts including donors, vendors, volunteers, business partners, and community stakeholders.
- Write, create and send regular external e-communications including program announcements, the Salamander Scoop e-newsletter, and special messages from organization and leadership.
- Manage program postings to external sites to help drive enrollment.
- Update the HCE's website, including giving and campaign pages, in close collaboration with HCE's Education Program Manager and Registration and Database Administrator
- Work with external printers, graphic designers, photographers, videographers, and other vendors.
- Act as a liaison between the organization, the public, and the media to ensure that the Hitchcock Center's brand and messaging remains consistent.
- Fulfill other duties as assigned.

Skills and Qualifications

Development:

- Minimum three years of proven experience in non-profit development operations
- Minimum three years of demonstrated ability to connect with individual donors and organizations

- Previous success meeting agency fundraising goals, through diverse funding streams
- Experience securing individual major gifts and donations/sponsorships for events
- Experience seeking out and cultivating new relationships that lead to increased funding
- Ability to organize, motivate and lead volunteers to success through ad hoc event committees
- Ability to collaborate with the agency's Fundraising and Communications Committees to provide strategic opportunities for increased fundraising
- Experience in grant writing preferred
- Experience with donor management systems preferred

Communications:

- Experience creating digital content and managing communications campaigns
- Exceptional writing skills with the ability to compose engaging and accurate content
- Familiarity with the best practices of common social media platforms
- Experience managing professional social media accounts and maintaining and improving websites
- Public relations experience, with outreach, marketing and promotion skills
- Experience targeting audiences through messaging and branding
- Proficiency creating social media ads and campaigns and designing outreach materials
- Significant technology proficiency with our CRM system, graphic design software applications, Google and Microsoft Suites

Compensation

- Salary/hourly range: \$35,360–\$39,520 (\$17–\$19 per hour), depending on experience
- Full time benefits: 10 vacation days, 13 holidays, and 15 sick days; 80% of health insurance plan

About the Hitchcock Center

The Hitchcock Center for the Environment, founded in 1962, connects people with nature and encourages a deeper bond with the natural world that sustains us all. Through educational programs that offer a particular focus on children, the Center helps to develop a community that understands connections among human health, ecosystems and economies. Our mission is to educate and to inspire action for a healthy planet. We envision a world where people, communities and ecosystems thrive.

We are an equal opportunity employer and committed to adapting our operations and programs to create a relevant, meaningful, and inclusive culture where all are welcomed, supported, and engaged. This includes increasing the diversity of our Board, staff, and volunteers to be responsive to the communities we serve.

