



## **Marketing & Fundraising Coordinator**

The Marketing & Fundraising Coordinator supports Career Technical Education (CTE) Foundation's managers and executive staff in carrying out the organization's fundraising and communications activities.

We are committed to building a diverse and inclusive workplace at CTE Foundation. We seek candidates from all backgrounds with broad experiences to help us bring innovative solutions to our education system and ensure our diverse population of students have equitable access to quality, career-connected learning experiences. We are deliberate about the kind of team and culture that we are building, seeking team members who are strong in their own aptitudes; demonstrate curiosity in their learning and onboarding; exercise initiative in meeting assigned tasks and objectives; and who also share our values of student equity, empowerment, engagement and entrepreneurial mindset. There is tremendous growth opportunity for the right candidate, as CTE Foundation is committed to building our financial and human capacity in order to meet the growing need in our community and ensure large-scale impact.

The Marketing & Fundraising Coordinator supports efforts to increase the visibility of CTE Foundation and the impact of our programs and grants to schools in Sonoma County. With an emphasis on storytelling that utilizes visual, audio and written mediums, this position coordinates efforts to share impact with our donors, employers, educators, community members and other stakeholder groups, with the ultimate goal of generating new partnerships and funding streams. In addition to coordinating day-to-day marketing/fundraising activities, the Coordinator communicates regularly with donors and stakeholders and coordinates fundraising events and corporate sponsorship programs.

### **Primary Job Functions:**

#### Marketing/Communications

- Coordinate activities aligned with marketing and communications priorities to broaden awareness of career technical education, work-based learning, and CTE Foundation's mission, programs and priorities.
- Coordinate the design, maintenance and distribution of print and digital collateral including, but not limited to website, annual report, flyers, brochures, presentations, newsletters, videos and social media across multiple platforms.
- Develop and nurture media contacts to promote the work of the Foundation to the community; drafting press releases and editorials; cultivate opportunities for earned media.
- Coordinate external vendors, including contract negotiation and vendor selection.
- Track and report on all marketing activity and outcomes to Board of Directors and its Committees as requested.
- Attend relevant community events and cultivate relationships to deepen local networks, engage new donors, and expand community presence.

#### Event Coordination

- Coordinate major CTE Foundation fundraising and stewardship events including oversight/collaboration with external event planners.
- Support program staff with program-related events as needed.

#### Fundraising

- Support the digital communications strategy for online, peer-to-peer and small donor acquisition programs.
- Coordinate the accurate collection of donor data (interactions, gifts, pledges, next steps) and ensure the timely and accurate input of data in software program (DonorView).
- Support Director of Resource Development (DRD) with donor/grant research and the creation and assembly of materials as needed for donor calls.

- Support DRD and other staff in securing corporate/business sponsorships, managing foundation and grant proposal deadlines and reporting, and other duties as assigned to meet the organization's donor cultivation and stewardship goals.

#### Board and Volunteer Relations

- Support and attend board/committee meetings as appropriate.
- Engage board/volunteers to drive communication of Foundation marketing initiatives and fundraising efforts which include, conducting outreach, solicitation of funding, developing corporate partnerships, and elevating annual campaign drives.

#### **Qualifications:**

##### Required:

- Strong writing skills with an aptitude and understanding of professional written communications
- Strong attention to detail and follow-through on tasks in support of staff and initiatives.
- Demonstrated success and understanding of social media strategies and building an online presence that attracts new supporters and increases fundraising.
- Demonstrated experience in communications utilizing visuals, writing, video or audio via blog writing, newsletters, video production or other mediums.
- Graphic design aptitude for creating in-house brochures, flyers, e-newsletters, social media posts/ads and other materials.
- Strong computer skills with experience in programs such as: Microsoft 365 (Word, PowerPoint, Excel, Outlook), Canva and Adobe Creative Suite or other design programs; experience with WordPress a plus.
- Detail oriented, adaptable and organized with demonstrated ability to successfully manage multiple projects and tasks.

##### Preferred

- Bilingual Spanish and/or experience in developing strategic communications/outreach within the Latinx community.
- Post-secondary education including Certificate, Associate/Bachelor Degree in marketing, communications, public relations, business development, graphic design.

#### **Salary & Benefits:**

- Full-time, non-exempt; Salary range \$50,000-\$60,000 per year based on experience
- Employer-sponsored medical, dental and vision benefits; 401k with employer match
- Generous paid time off benefits: 11 holidays, 5 days sick time, 10 days accrued vacation with step up for years of service and 2 personal floating holidays per year (vacation accrual rates commensurate with years of service)
- Flexible work schedule and limited work-from-home options following a positive 90-day review and based on supervisor recommendation
- CTE Foundation is committed to a workplace culture that supports individual and team development to include employee and workplace wellbeing opportunities.

#### **To apply:**

Open until filled. Please submit cover letter and resume to [careers@ctesonomacounty.org](mailto:careers@ctesonomacounty.org)