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Job Opening: Development and Communications Coordinator

Start Date: Position is open now
Hours: Full-time
Salary: \$45,000 - \$52,000/year depending on experience
Apply by: March 25, 2019

About the Rose Foundation for Communities and the Environment

For 25 years, the Rose Foundation has supported grassroots initiatives that inspire community action to protect the environment, community health, and people's rights. Our New Voices Are Rising *youth leadership program* trains Oakland high school students to step forward as the next generation of environmental justice leaders, and our *community-based grantmaking* approach has earned national recognition for building grassroots community power for conservation and social justice.

About the Position

The Development and Communications Coordinator will support all development and communications activities at the Foundation, including institutional and individual fundraising, donor relationship management, online and print communications, database management, appeals and fundraising campaigns, and our annual Film Fest event. They will be supervised by the Development and Communications Director, and will work closely with all Rose Foundation staff to tell our stories and inspire people and institutions to invest in our work. This position is a great opportunity to gain hands-on experience in all aspects of nonprofit fundraising and communications, and make real contributions to the organization while learning advanced fundraising skills in close mentorship with the Development and Communications Director and Executive Director.

The Ideal Candidate

The ideal candidate cares deeply about environmental conservation and social justice. They have at least a couple of years of experience working within development and/or communications at a nonprofit, *enjoy this area of nonprofit work, and are interested in a career within a development track*. They are an organized multi-tasker who has excellent attention to detail, and can manage time and priorities well. They have strong writing and communications skills, experience managing donor data, and understand the crucial role of fundraising, communications, and engaging storytelling in building/maintaining a broad base of support and ensuring a thriving organization.

Duties & Responsibilities

Coordinate and conduct communications activities:

- Manage and oversee the annual communications calendar. Provide input on communications strategy.
- Produce the monthly e-newsletter: Solicit stories from Rose staff and external constituencies (e.g. grantees, program partners), organize and write content, and get pictures.
- Oversee the production of our print newsletters (twice a year), taking the lead on drafting content, securing photos, and working with our graphic designer on newsletter design and layout.
- Manage social media channels, including Facebook pages, Twitter accounts, and Instagram accounts. Ensure that all channels have regular activity and relevant content, and that there is ongoing audience engagement.
- Update and maintain website.
 - Regularly update key pages and sections, including the home page, news & features, and donation page.
 - Make needed updates promptly, and periodically review entire website to ensure it stays fresh, current, and in the same general voice.
- Draft and send eblasts for fundraising campaigns and other communications needs.
- Publicize our grant awards to community organizations, and help prepare impact reports showcasing grantee achievements.
- As needed, assist other departments with specialized reports on targeted Rose activities, for example reports on grantmaking initiatives and youth activities.

Help ensure effective donor stewardship and support fundraising campaigns:

- Maintain donor database, including donor data entry and contact updates. Ensure that the database is accurate and up-to-date, and assist with an in-process transition to a new CRM.
- Send gift acknowledgement letters and emailed auto receipts.
- Maintain hard copy and electronic files related to appeals, events, and individual donors.
- Manage logistics of donor mailings, including End of Year, Grassroots Fund, and New Voices appeal campaigns:
 - Create mailing lists for donor outreach and stewardship.
 - Coordinate both in-house and mail-house mailings. Merge and produce in-house letters/labels/envelopes.
- Manage donor communications during appeals and fundraising campaigns:
 - Update key Rose website pages and email auto-thank you with specific appeal messaging.
 - Coordinate regular messaging via email and social media. Monitor results of mailings/appeals and share with Rose staff.
 - Set up and maintain the online crowdfund account, and help crowdfunders set up and manage their pages.
 - Provide information, resources, and toolkits to crowdfunders before and during campaigns to help them easily and successfully fundraise.

Assist with fundraising from foundations and government agencies:

- Conduct regular funder prospect research.
- Participate in the drafting of grant proposals in collaboration with other staff, and help ensure timely and complete submission of proposals.
- Enter funder and grant info into the database and ensure accurate and up-to-date database records.
- Help periodically communicate with funders outside of the formal grant proposal/report process to inform them about key Rose activities. Help coordinate site visits and meetings with funders as needed.

Manage communications and support fundraising and logistics for our annual Film Fest:

- Manage online event ticketing page, Rose's event website landing page, homepage, and donation page. Regularly update and ensure they have relevant, engaging content.
- Assist with content generation for printed/mailed pieces; work with graphic designer on design and production.
- Manage online or print publicity, including postings to event calendars and paid advertising on Facebook.
- Assist with film selection logistics and provide lead-up and day-of event support.

Other development/communications support:

- Participate in development meetings and staff meetings; attend other special meetings as needed.
- Participate in New Voices, Grassroots Fund, and other program meetings as needed to understand these programs, get pictures and stories, and communicate impact to target audiences.
- Be ready and willing to 'jump in' when and where needed to support development and communications across the organization.

Required Qualifications

- At least an AA (BA preferred) with some coursework related to communications, marketing, and fundraising.
- At least two years working in nonprofit communications/marketing and/or development. Must include specific experience in at least some of the following:
 - Managing donor databases, and using analytical tools to target donor outreach and communications.
 - Grant writing and reporting (experience with multi-partner or government grants preferred).
 - Online communications/marketing, including social media and email marketing.
 - Digital graphic design and website management (WordPress preferred).
 - Event production.
- Excellent writing skills and ability to tailor writing for different contexts and audiences.
 - Fluency in Spanish preferred.

- Strong attention to detail, and ability to work under multiple priorities and deadlines with a collaborative problem-solving approach and the flexibility to help where help is needed in a small office dynamic.
 - Eager to proactively learn needed skills and take advantage of professional development opportunities.
- Strong commitment to environmental conservation and social justice.
- Must be able to sit at a standard desk for periods of 4 hours or more, and lift up to 25 pounds. (Standing desk and other ergonomic options may be available.)
- Must be available to work occasional evenings and weekends, including the Rose Foundation’s annual Film Fest (taking place on September 26th in year 2019).

Position Terms and Compensation

The position is a full-time, non-exempt, at-will position. The starting salary range is \$45-52,000 per year depending on experience. Benefits include fully paid platinum-rated health insurance (medical/dental/vision), paid vacation, sick leave, holiday pay, eligibility for our 401k matched retirement savings program, and employer-paid training and professional development opportunities.

How to Apply:

- Please send your resume, cover letter, and one or more writing samples related to nonprofit fundraising or communications to aheying@rosefdn.org. Please write “Dev/Comm Coordinator Position” in the subject line. Applicants will be acknowledged via email. No phone calls or mailed applications, please.
- Applications must be received by no later than March 25, 2019. We intend to fill the position as soon as possible, and so we encourage you to submit your application package as early as possible.

The Rose Foundation is an equal opportunity employer that embraces diversity. Our office is in a commuter-friendly location five blocks from Lake Merritt BART; located near Jack London Amtrak, AC Transit including the 72R, 12, and Broadway Free Shuttle, and Oakland’s network of bike lanes.