



Marketing and Fundraising Coordinator Job Description

Organization Overview

The High Country Conservation Center (HC3) is a community non-profit organization that promotes resource conservation in Summit County, Colorado. Our vision is to create a healthy planet through local action. Programs include recycling and composting, climate action, energy and water conservation, and sustainable food production. HC3 engages residents, visitors and businesses in protecting our local environment.

General Description of Duties

The Marketing and Fundraising Coordinator works with the Marketing and Events Manager to promote HC3's programs and help the organization increase fundraising, enabling HC3's programs to have greater community impacts. The Coordinator will assist the Marketing and Events Manager in executing all outreach and marketing campaigns, including placing ads and posting on social media. The Coordinator will also assist the Executive Director and Marketing and Events Manager achieve the organization's fundraising goals through managing HC3's donor database and reporting, as well as assisting with grant research.

This position reports to the Marketing Manager and does not have any direct reports.

Application Process

Send cover letter and résumé to Lauren Richmond at lauren@highcountryconservation.org by **Wednesday, June 22, 2022 at 5pm**. No phone calls.

Qualification Requirements

- Bachelor's degree.
- At least two years of professional experience in an office setting.
- Experience coordinating complex projects.
- Passion for environmental stewardship and conservation.

Skills and Attributes

- Outstanding computer skills with ability to manage complex data in Excel spreadsheets and/or CRM database.
- Marketing and program outreach experience.
- Excellent writing skills.
- Established community relationships or ability to develop relationships and partnerships.

- Reliable transportation and clean driving record are required.

Essential Duties and Responsibilities

Marketing and Outreach (55%)

- Assist Marketing and Events Manager with marketing, public relations and outreach efforts.
- Coordinate campaigns using all marketing platforms including social media, e-newsletters, web, print ads and flyers, radio, etc. Specific task examples include placing ads with local media, creating social media posts and creating/sending monthly e-newsletter.
- Maintain and update website.
- Coordinate marketing photo and video shoots with guidance from Marketing and Events Manager.
- Provide Google Analytics website reports and recycling marketing campaign results.
- Establish relationships with local media and other partners to promote HC3.
- Basic graphic design skills are beneficial, but are not required.

Donor and Partner Fundraising (35%)

- Manage donor database (Salesforce) to ensure proper tracking and communication with donors and contacts. This includes entering new donor contacts, understanding database structure and training other staff on best practices within our Salesforce database.
- Lead annual appeal campaign, our annual donation request to existing and prospective donors.
- Create Salesforce reports to track donations by period and share information with Executive Director and Fundraising Committee.
- Analyze donor data to identify existing and prospective donors for Executive Director and Board of Directors.
- In conjunction with Marketing and Events Manager, create annual report to communicate community impacts to donors and partners.
- Track and report on volunteer hours in Salesforce.
- On a biannual basis, research and evaluate funding opportunities.

Event Support (10%)

- Work with Marketing and Events Manager to plan and execute approximately two fundraising events annually, including HC3's Party for the Planet event and the Community Celebration at our CSA Farm.
- Assist in development of strategies to increase income and engage donors/partners at HC3's fundraising events.

Position Information and Benefits

The position is full-time (40 hours/week), year-round hourly position with the following benefits: health insurance, long-term disability insurance, IRA match and paid time off. Typical schedule is Monday through Friday, 9am-5pm with some weekends and evening events required. Staff work in the Frisco office four days/week and from home one day/week, with additional flexibility allowed. HC3 has a COVID vaccination policy for employees. Hiring wage range is \$19/hour to \$23/ hour dependent upon experience.