



# Fresh Start Women's Foundation

## Job Description

**Position Title:** Development Coordinator  
**Position Status:** Full-Time Salaried/Exempt  
**Reports to:** Vice President of Development

### **ABOUT FRESH START WOMEN'S FOUNDATION:**

Fresh Start Women's Foundation provides education, resources, and support for women to positively transform their lives and strengthen their communities. Celebrating over 30 years of helping women across the Greater Phoenix area, Fresh Start envisions a community where every woman reaches her full potential through achieving personal empowerment and financial independence. Fresh Start supports women 18 years and older by providing essential and comprehensive services that focus on job training and career development, life skills, family law support, social work services, and financial literacy workshops. Fresh Start has helped thousands of women transform their own lives and the lives of their children and families.

Diversity is a core value at Fresh Start Women's Foundation. We are passionate about building and sustaining an inclusive and equitable working and learning environment for all clients, staff, and stakeholders. We believe every member on our team enriches our diversity by broadening the range of ways to understand and engage with the world, identify challenges, and to discover, design and deliver solutions.

### **Position Summary:**

The Development Coordinator plays a critical role in the creation of marketing pieces to support Fresh Starts fundraising efforts and is actively involved in many projects in the Development Department.

As an integral member of the Development Team, the Development Coordinator will create and implement effective content that speaks to a variety of audiences including current and prospective donors, board members, community partners, media outlets and women in the community. This position will be responsible for creating event marketing and donor materials, and event website management.

### **Key Responsibilities:**

The Development Coordinator's primary responsibilities will include but not be limited to the following:

- Collaborate with Development Team to design fundraising appeals and solicitations including direct mail campaigns, newsletters, event materials, donor letters and proposals.
- Use graphic design skills to create collateral pieces for fundraising events and campaigns including Annual Giving, Tax Credit and End of Year Giving.
- Create and manage planning calendar for the Development Team's donor outreach, email communication, social media.
- Assist in writing for Fresh Start's website, emails and social media to support the Development Team's fundraising goals.
- Develop and implement traditional and non-traditional marketing strategies to support individual, corporate and annual giving.



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- Will be responsible for creating and producing elements and collateral materials for fundraising strategies and events to include but are not limited to: event programs, event scripts, signs, presentations, donor reports, print collateral and digital elements for a variety of uses.
- Coordinates design projects for collateral items with graphic designer or paid/contracted advertising partners.
- Provides support for fundraising events.
- Maintain and enforce brand standards.

### Key Requirements:

A bachelor's degree and at least one year of experience in graphic design, marketing, communication, or related field is required, as well as the following:

- Excellent graphic design, written and oral communication skills.
- Strong organizational and decision-making skills with the ability to multi-task and work in a fast paced, demanding environment.
- Strong project management experience with timelines, budgets, and creative processes for the Development team.
- Experience developing compelling communication materials.
- Ability to work respectfully and effectively with a variety of individuals including clients, volunteers, staff, board members, donors, and community partners.
- Web-based communication experience with strong demonstrated knowledge of social media.
- Website management knowledge a plus.
- Must consistently exhibit high levels of initiative, flexibility, and professionalism.
- Skilled at working and staying motivated in both a team and individual work environment.
- Must exhibit follow through on all projects.
- Willingness to attend outside meetings and events to represent Fresh Start.
- Strong skills in MS Word, Excel, Outlook, PowerPoint.
- Ability to work on a MAC is a plus.
- Fundamental understanding of the most recent Adobe Creative Suite (Photoshop, InDesign, and Illustrator) and ability to work effectively within those programs.
- Non-profit and fundraising experience a plus.
- Excels in time management.
- Ability to work collaboratively with a team.

### To Apply:

Send resume, with cover letter, to [hcoupland@fswf.org](mailto:hcoupland@fswf.org) with *Development Coordinator* in the subject line.