



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 marketing and donor materials, social media posts and website management.

Key Responsibilities:

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

- Collaborate with Development Team on 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 campaigns including Annual Giving, Tax Credit and End of Year Giving.
- Create planning calendar for the Development Team's donor outreach, email communication, social media.
- Assist in writing both short and long-form pieces for Fresh Start's website, email and social media in order to raise funds, brand awareness, and advance our mission.
- Develop and implement traditional and non-traditional marketing strategies to support individual, corporate and annual giving.



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- Leads content creation and development of production elements for fundraising events including: print programs, presentations, wrap up reports, scripts, signs, print collateral and digital elements.
- Coordinates design projects for collateral items with graphic designer or paid/contracted advertising partners.
- Provides support for fundraising events.
- Update website content and manage analytics.
- Maintain and enforce brand standards.
- Manage Google AdWord campaigns.
- Support the programs and services departments by creating flyers, marketing materials and social media promotions for clients.

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.
- 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 of Keystone 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.
- Willingness to attend outside meetings and events to represent Fresh Start.
- Project management experience with managing timelines, budgets, and creative processes.
- Strong skills in MS Word, Excel, Outlook, PowerPoint.
- 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.

To Apply:

Send questions, resume with cover letter to hcoupland@fswf.org with *Development Coordinator* in the subject line.