



Marketing and Development Associate

The Western Colorado Community Foundation (WCCF) manages over \$85 million in donated assets and distributes nearly \$5 million annually in grants and scholarships (2020). This growing charitable foundation is headquartered in Grand Junction, CO and serves seven counties in western Colorado. We are currently a staff team of eight persons and our office is in the Alpine Bank Building in downtown Grand Junction. More information at wc-cf.org.

Job Overview

This is a new position. The Marketing and Development Associate will work closely with our marketing and donor relations team to coordinate and implement activities to disseminate and share information with a variety of audiences to achieve our goals. These activities include disseminating information about grant opportunities for nonprofit organizations and scholarships for students, marketing materials for donors and prospects looking to get involved with our organization, and general information and news to the larger community. The Marketing and Development Associate will be responsible for preparing communications (press releases, website and e-newsletter content) and coordinating production of a printed annual report, marketing brochures and other printed materials. The Marketing and Development Associate will also implement our digital marketing and communications strategy (updating website, organizing social media, distributing targeted e-news). Also, the Marketing and Development Associate will provide support to the Director of Development for donor relations projects (personalized solicitation kits, finalizing documents, acknowledging gifts, organizing fundraising mailing campaigns, etc.)

We are looking for a full time professional with marketing and donor/community relations experience who is goal-oriented, works well on a team and takes responsibility for his/her duties and job performance.

Job Duties

- Conduct media promotion (earned and paid, including print, electronic and social platforms), measuring and reporting, with a goal of growing audiences and identifying new outlets for marketing and communications.
- Maintain updated media contacts and relationships.
- Organize donor segment/targeted marketing materials and schedule for highest impact and response.
- Coordinate production of Annual Report, general and targeted E-newsletters, information sheets on issues and Local Community Funds and just-in-time customized materials and mailings.
- Collect, organize, and curate scholarship and grantee impact stories, photos and materials; engage, instruct, and work with recipients to ensure effective materials for timely updates to website and social media and special projects.
- Identify resources, sites, and tools to ensure highest level of design and engagement.

- Work with team to ensure website updates, coordinated with social media posts
- Coordinate Colorado Gives Day activities for donor and community engagement.
- Ensure consistency across all internal and external communications for WCCF.
- Assist with implementing donor appreciation projects and special events (education forms, donor tours, anniversary events).
- Execute donation acknowledgement and other donor communications, donor tracking and trends, gift entry and other database tasks.
- Other duties as assigned.

Qualifications and Skills

3+ years in a marketing and/or donor relations position, experience with a nonprofit organization and understanding of the nonprofit sector preferred but will consider the right candidate.

- Familiarity with fundraising and donor relations in western Colorado.
- Excellent writing skills.
- Experienced with layout and design of printed and digital content.
- Organized, detail oriented, deadline focused.
- Experience with social media helpful but not a priority.
- Basic understanding of donor engagement strategies and philanthropic communications.
- Bachelor's degree required.

Application Process

Interested candidates are invited to send a cover letter outlining interest in this job and our organization and a resume via mail or email by February 12, 2021. Position will remain open until filled.

Marketing and Development Associate Position
 Western Colorado Community Foundation
 PO Box 4334
 Grand Junction, CO 81502

Or email jobs@wc-cf.org and put MAREKETING AND DEVELOPMENT ASSOCIATE in the subject line.

Candidates selected for interviews should be prepared to submit a portfolio of marketing work, including writing samples.

Salary and Benefits

This is a full-time hourly position: 40 hours/week, with scheduling flexibility.

Salary Range: \$19.25 to \$21.50/hour, based on qualifications and experience.

Benefits include: Major Medical (Employer paid following 30 days of employment); Dental/Vision, Flexible Spending Account and Dependent Care options; 403B plan (Employer will contribute 5% of salary after one year of employment); 9 Paid Holidays Annually; PTO/Sick Accruals per handbook; Vacation Accrual per offer letter.