New City Kids
loving kids for change

Outreach & Design Coordinator

POSITION SUMMARY
The Outreach & Design Coordinator increases New City Kids' visibility through the marketing and execution of donor-oriented events, through personal contact with existing and prospective donors, by coordinating church visits The position requires a high-energy, detail-oriented, people person with a passion for sharing the cause of empowering at-risk youth in the inner city.

SCOPE AND RESPONSIBILITIES
Marketing Donor Relations – *Coordinate Events & Engage Prospects (25 hours)*

- Lead marketing for all events and communication via social media, email, and phone calls.
- Increase mailing list count and social media increases per the Development Goals.
- Coordinate outreach events and support third party fundraisers per the Development Goals.
- Lead marketing initiatives to reach outreach goals for event attendance per the Development Goals.
- Plan logistics for events, including movement of personnel and moving/lifting equipment.
- Follow up with all leads from events, sending qualified prospects to DD and ED.
- Maintain donor communications to secure donations per the Donor Communication plan.
- Enter all contacts from events and church visits into Salesforce pipeline for follow up.
- Keep marketing materials and volunteer info up to date across all channels.
- Develop new marketing materials as needed; keep current materials updated.
- Coordinate and support church visits (approximately 6 visits per year).
- Prospecting for individuals, corporations, churches in the area to support the Development Team.

Volunteer Coordination – (*5 hours)*

- Lead minimum of 6 volunteer orientations, including background checks. Ensure volunteers have positive experiences through regular communication.
- Coordinate volunteer experiences for minimum of 10 on-going volunteers, inviting these individuals to additional NCK events. Track all volunteer hours.
- Plan and lead 3 workdays per year for volunteer groups, coordinating attendance and logistics.
- Coordinate 3 in-kind donations/drive: snacks, dinners, instruments, etc.

Design – (*10 hours)*

- Design materials as needed for events, promotion, etc.
- Shoot, cut and create videos that tell New City Kids stories – for social media, events, meetings, etc.
- Photography – photos for publications, website, etc.
- Donor gifts support – creatively come up with the concept and execution of assembling 50+ gifts.

QUALIFICATIONS

- Results oriented
- Loves New City Kids' mission and values and clearly communicates the urgency of the mission
- Can coordinate logistics and bring together a diverse group of people for an event
- Can bridge the gap between thinking like a donor and passionately telling our kids' stories
- Fundraising experience
- Ability to lead multiple long and short-term projects simultaneously, meeting all related deadlines
- Administration – organized, can manage multiple projects simultaneously, timely
- Ability to lift 30 pounds and physically able
- Cross-Cultural Openness
- Dedicated Team Member – shows flexibility & desire to serve as a positive team member
- Driver's License required
- Teachability – can submit to leadership, learn from others, and embrace the vision of NCK

DETAILS

- **Compensation:** $30,000-$35,000
- **Hours:** Full time (flexible schedule required – evenings and weekends)
- **Supervisor:** Development Director
- **Start Date:** June 2017 (flexible)

To apply, please send a cover letter and resume to Laura Gosa, Development Director:
laura@newcitykids.org