

Marketing and Development Coordinator Holliday Park Foundation

Job Title: Marketing and Development Coordinator

Position Type: Full Time

Reports To: Executive Director

Salary: \$40,000 annually

Holliday Park Foundation Overview

The Holliday Park Foundation (HPF) began in 1990 as a community-led effort to revitalize this essential public space. The Foundation now fulfills a lasting commitment to the health of Holliday Park and the hundreds of thousands of people who visit each year. The Foundation articulates a vision, ensures a commitment to high standards, and works in partnership with the City to provide the leadership and fundraising necessary to continue to improve Holliday Park.

Job Summary

The Marketing and Development Coordinator works with the Executive Director to execute the fundraising and communications goals of HPF. The most successful candidate in this position will be adept at communicating HPF's impact to a wide variety of audiences via a variety of methods (website, social media, email, print, etc.), organizing and implementing special events, and assisting with managing our overall fundraising strategy. Two key strengths we seek in the ideal candidate are exceptional writing/communication skills and superb attention to detail.

Essential Duties and Responsibilities

The main areas of focus for this position are:

- 20% Administrative Management
- 50% Communications Management
- 30% Events Management

Administrative Management

- Manage and maintain donor database (Salesforce) to include basic donor information, donations, and donor acknowledgements.
- Utilize the Salesforce database to pull reports, mailing lists, and donor records to assist in fundraising efforts such as individual asks, annual mailings, and grant writing.
- Ensure donations are accurately accounted for in Salesforce and routed to the correct program area in our accounting system.

Communications Management

- Communicate HPF's brand and initiatives efficiently and accurately via website, printed materials, social media, email newsletters, etc.
- Manage website content and design utilizing a Wordpress platform.
- Manage social media content on Facebook, Instagram and LinkedIn.
- Manage regular email newsletters utilizing MailChimp.
- Design and publish print marketing pieces (including the Annual Report, Program Brochures, etc.).
- Work with a graphic designer on a limited basis to develop more sophisticated communications pieces including materials for HPF's capital campaigns and fundraising events.

Events Management

- Support the success of HPF's fundraising events such as Trail Run, Rock the Ruins, Ice Skating, etc.
- Provide administrative support in the research and solicitation of new and existing sponsors.
- Provide support and leadership to event chairs and related committees. Support may include keeping records, preparing meeting notices and minutes, handling correspondence and meeting with event committees.
- Develop materials related to events including external communications and printed event materials/signage.

Required Knowledge, Skills and Abilities:

- Exceptional and effective communication and writing skills.
- Strong attention to detail and organizational skills, ability to multi-task efficiently.
- Ability to work independently.
- Excellent 'people person' with the ability to build relationships among staff, board members, and donors.
- Ability to analyze the effectiveness of all marketing and communications efforts.
- Desired computer skills include proficiency with Microsoft Office, Wordpress, MailChimp and social media administration, experience managing a donor database (Salesforce preferred), familiarity with QuickBooks.
- Ability to work occasional evening and weekend hours.

Required Education and Experience:

- Bachelor's degree from a four-year college or university.
- Minimum of 2 years of relevant work experience.

To Apply:

Please submit resume and cover letter to:

Holliday Park Foundation

Attn: Adam Barnes

6363 Spring Mill Road

Indianapolis, IN 46260

or

Abarnes@hollidaypark.org

At the Holliday Park Foundation, diversity, inclusion, and equal opportunity applies to our staff, board of directors and the communities we serve. HPF is an affirmative action and equal opportunity employer and is committed to the full inclusion of all qualified individuals.

Applications requested by August 1, 2022 but position will remain open until filled.