



## **DEVELOPMENT & COMMUNICATIONS COORDINATOR**

### **POSITION SUMMARY**

The **Development & Communications** Coordinator supports fundraising and communication activities that lead to support from individuals, corporations and foundations. The three focus areas for this role include executing an effective fundraising strategy to generate annual gifts, supporting communication needs, and overseeing GWJax's donor database. The Coordinator implements fundraising programs and appeals that demonstrate the impact of philanthropy and generate unrestricted annual support for the organization. The position coordinates unique stewardship and engagement activities to encourage interaction and maintain the ongoing support of donors. In addition, the Coordinator will work with the CEO and external development and communications consultants to ensure consistent and timely internal and external communications efforts and branding standards. The Development & Communications Coordinator is a key member of the GWJax team and reports to the Director of Development.

### **POSITION RESPONSIBILITIES**

#### **Fundraising:**

- Working closely with the Director of Development, support the development and execution of the organization's overall fundraising strategy
- Develop and execute an annual giving strategy that outlines all appeals for the year, financial goals, and targeted campaigns for loyal, lapsed, and new donor acquisition
- Coordinate and execute the annual calendar of development activities and programs
- Closely manage GWJax's donor prospect list by tracking assigned solicitors and capturing most current donor strategy
- Support CEO in scheduling donor meetings, preparing donor proposals, and facilitating donor follow-up
- Plan and implement stewardship and recognition of donors including Trailblazer and sponsor benefit fulfillment, individual stewardship plans for key donors, stewardship events, and thank you calls
- Oversee all elements of GWJax special events including mailing lists, invitations, budget, food and beverage, event details and follow up
- Cultivate members to become donors



### **Communications:**

- Prioritize and communicate social media, web and collateral needs to communications consultant
- May develop communications tools independently, or in coordination with communications consultant
- Serve as the primary point of contact for the Emerald Trail 5K/10K and Earth Day
- Coordinate quarterly membership activities, incentives and promotions
- Manage minor web updates such as staff and board, job postings, events
- Facilitate Emerald Trail and Creek restoration tours
- Coordinate requests for photos, video and collateral assets
- Update marketing and development documents as necessary

### **Donor Database:**

- Oversee the utilization of GWJax donor database to include creation of new records, gift entry and processing, timely gift acknowledgment, and maintaining donor records
- Track all gifts and pledges; prepare campaign pledge agreements and pledge reminders; follow up on outstanding pledge commitments
- Create and produce appropriate donor and gift reports for CEO and Board of Directors

### **POSITION QUALIFICATIONS**

- Bachelor's degree required.
- Minimum of three years of fundraising experience; transferable skills, such as direct sales, may be considered in lieu of direct fundraising experience.
- Prior experience with directing and managing annual funds.
- Prior experience with donor relations and stewardship preferred.
- Prior experience with non-profit membership programs preferred.
- Demonstrated ability to accept and apply feedback, follow leadership, and align with organizational decisions.
- Self-motivated; able to multi-task with excellent attention to detail and deadlines; and can perform successfully without regular supervision.
- Excellent oral and written communication skills.
- Experience with donor outreach and events management, annual and membership appeals.
- Computer proficiency with Google Docs and various Microsoft Office applications
- Proficiency with databases or donor management software a plus.
- Ethical compliance with fundraising best practices, as defined by the Association for Fundraising Professionals.
- High integrity and commitment to personal and professional excellence.
- Interest and commitment to GWJax's mission.
- Willingness to work flexible hours as necessary.
- Willingness to travel in local Jacksonville as necessary.

**Groundwork Jacksonville is an equal opportunity employer.**

We consider applications for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation/identification or any legally protected status.



904-598-5664  
GroundworkJacksonville.org  
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### HOW TO APPLY

Please submit a resume and cover letter describing your relevant experience and interest in Groundwork Jacksonville to [Groundworkjacksonville@gmail.com](mailto:Groundworkjacksonville@gmail.com) with the subject- Development & Communications Coordinator.

### ABOUT GROUNDWORK JACKSONVILLE, INC.

Groundwork Jacksonville is the city's nonprofit partner specifically created to clean and redevelop Hogans and McCoys Creeks and convert contaminated land into parks, playgrounds, trails, and other public spaces. Groundwork is in the processes of building the 30-mile Emerald Trail which includes trails, parks, creeks, and greenspace encircling the urban core. Groundwork Jacksonville, Inc. was established in 2014 and is now one of 22 Groundwork USA trusts across the country and the only trust in Florida. Go to <https://www.groundworkjacksonville.org/> to learn more.

### OUR MISSION

Our mission is to bring about the sustained regeneration, improvement, and management of the physical environment by developing community-based partnerships which empower people, businesses, and organizations to promote environmental, economic, and social well-being.

### OUR 10-YEAR VISION STATEMENT

The Emerald Trail is a nationally recognized centerpiece attracting people to Jacksonville. It connects urban core neighborhoods that are valued as vital and desirable places to live, work, and visit. Jacksonville's urban core neighborhoods are economically diverse and economically healthy. Urban core neighborhoods have a community ethic of active living and an outdoor orientation. Working together, neighbors are engaged in creating and sustaining their clean environment

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