CANCER RESOURCE CENTER
OF THE FINGER LAKES

Position Description

POSITION TITLE:	Donor Relations & Marketing Coordinator	**FLSA CLASS:**	Full time Exempt Administrative
REPORTS TO:	Executive Director	**DATE:**	August 2021

The Cancer Resource Center of the Finger Lakes strives to offer support to anyone affected by cancer regardless of their age, color, disability, ethnicity, family or marital status, gender identity or expression, language, national origin, physical and mental ability, political affiliation, race, religion, sexual orientation, socio-economic status, or veteran status, and other characteristics that make up our community. This inclusive criteria also applies to our hiring policy.

Characteristics of the RIGHT people for the CRC team!

1. VALUES
   Honest, Integrity, Teamwork – *defined as an atmosphere of mutual support, respect and trust.*
2. MOTIVATION
   Self-starter and mission driven
3. OWNERSHIP
   Personal responsibility for what you are tasked to do.
4. COMMITMENT
   Follow through on tasks.
5. PASSION
   Passion for the CRC mission that "No one should face cancer alone."
6. MATURITY
   Window vs Mirror – when something goes wrong do you look through the window and blame the team or look in the mirror? When things go right, do you look through the window and give credit to the team or look in the mirror and take credit for yourself? *Knowing the difference is maturity.*

Job Summary

The Donor Relations and Marketing Coordinator supports the Executive Director in two overlapping areas. The Donor Relations portion of this position works closely with the Executive Director and involves contacting and researching potential donors for engagement as well as assisting the Executive Director with maintaining relationships with Corporate Sponsors and existing donors. It also includes overseeing the planning and logistics of fundraising events. The Marketing portion for this position consists of creating and maintaining current and relevant social media and website content.

Responsibilities/Activities

- Produce reports which include event/donor revenue and donor metrics for the Executive Director and Development Committee as well as the annual report.
- Explore outreach opportunities for the purpose of making presentations to community groups both with the Executive Director and independently.
- Produce Donor Recognition/thank you letters and Annual Appeal letters.
- Maintain accurate information on donors in the database.
- Schedule meetings for Executive Director with new and existing donors.
- Oversee the logistics and planning for events in collaboration with the Development committee.
- Explore feasibility of new fundraising opportunities

*Consider your job description to be the foundation of your responsibilities, not the boundary.

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- Record and deposit donations, including event donations.
- Daily oversight & upkeep of CRCFL website.
- Daily oversight & upkeep of social media (Facebook, etc.).
- Produce monthly E-Newsletter and Annual Report.
- Oversee and maintain event website and marketing.
- Produce success stories by interviewing CRC clients, their families, donors, volunteers and staff.
- Attend all CRC events to produce marketing substance.
- Promote events and success stories through all social and media outlets including press releases, list serve posts, and newspapers.

Team duties

- Answer phones when needed.
- Assist the team by providing routine administrative support when needed.
- Greet clients and volunteers when needed.
- Attend committee meetings as assigned.
- Represent CRCFL in the community as needed
- Support CRC strategic priorities.
- Other duties as assigned.

Minimum Requirements

- Associates degree with 1-3 years of experience in an office setting.
- Working knowledge of donor database software, Google docs, Microsoft Office suite, Adobe Creative Software (Ps, Ai, Id, Pr, Xd), Word Press editing.
- Attention to detail.
- Synergistic approach to working with colleagues, volunteers and community partners.
- Good oral and written communication skills.
- Professional appearance and behavior.
- Maintain confidentiality of all client, personnel, and organizational matters.
- Willingness and positive attitude to learn new skills and take on new tasks.
- Knowledge of the community in order to identify potential resources (including volunteers) desirable.

Salary commissary with applicant's qualifications.

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