

# Hospice of Southern Maine

## Position Description

<b>Title:</b> Annual Fund, Marketing and Events Coordinator	<b>Reports to:</b> Development & Outreach Director
<b>Primary Location:</b> Main Office	<b>FLSA Class:</b> Exempt
<b>Supervises:</b> None	<b>Effective Date:</b> 04/2022

### Position Summary:

The Annual Fund, Marketing and Events Coordinator works as part of the Development and Outreach Department and is responsible for ensuring the success of HSM's annual appeal campaigns; website revisions; generating marketing content and materials to support the agency's outreach efforts; and fundraising events. This position is also responsible for entering, maintaining, and ensuring the integrity of fundraising data, establishing metrics, and reporting on performance to evaluate the success of these efforts.

### Qualifications:

**Education:** Bachelor's degree required.

**Experience:** Non-profit fundraising, event management, and social media marketing experience required. Proficiency with graphic design software, website platform management, Microsoft Office and Raiser's Edge or other CRM/fundraising database experience required (Raiser's Edge experience is preferred). Virtual event management and grant writing experience preferred. Prior experience in hospice/ healthcare or higher education setting is preferred. A combination of education and/or experience may be considered.

**License/Certification:** Valid driver's license with an automobile that is insured in accordance with state and/or agency requirements and is in good working order.

### Essential Duties & Responsibilities:

1. Creates and manages a multi-channel annual campaign using email, direct mail, social media, on-line, phone/mail, staff and volunteer outreach, and other special appeals.
2. Responsible for website maintenance, content management, and website redesign, as appropriate, in coordination with agency rebranding efforts.
3. Responsible for generating attention-grabbing ideas that will entice and educate the target audience.
4. Works to develop conceptual campaigns designed to stand apart from competitors.
5. Creates ideas that can be used across various platforms to support campaigns.
6. Manage print contractors and other promotional vendors related to responsibilities
7. Works with the Development & Outreach Director and Development Department staff to plan, coordinate and execute annual fundraising agency events.
8. In collaboration with the Development Team produces and or supports the production of HSM's signature fundraising events (in-person and/or virtual) and supports other agency or stewardship-oriented events to create engagement and enhance fundraising efforts.
9. Cultivates, solicits, and stewards event sponsors and promotes event participation to meet event engagement and revenue budget goals.
10. Follow up from events as needed, including updating records of event attendees, donor gifts, and donor cultivation, solicitation, and stewardship activities.
11. Evaluates web, marketing, and annual fundraising performance using standard analysis metrics.
12. Participates and supports other Development & Outreach Department projects, as needed.
13. Shares responsibility with other Development team members in writing and submitting grant proposals and reports as needed.
14. Performs other duties as assigned.

**Other Job Functions:**

The following is a list of responsibilities of this position but is not intended to cover other related duties that this position may be required to perform from time to time.

1. Works with diverse social and economic situations without imposing own values.
2. Maintains appropriate professional boundaries.
3. Demonstrates understanding of hospice philosophy.
4. Demonstrates understanding of team approach and works as a productive member of a high-performing team.
5. Contributes to positive atmosphere; engages in positive interactions with internal and external customers.
6. Participates in meetings, HSM events, quality assurance and program improvement activities as required and necessary.
7. Offers suggestions to improve policies, procedures, and services in appropriate manner and time.
8. Demonstrates knowledge and support of agency’s safety and OSHA policies.
9. Demonstrates use of safety judgment. Utilizes proper body mechanics and safe working techniques and reports unsafe environments/practices to supervisor immediately.
10. Demonstrates understanding and compliance with all agency policies, including but not limited to: documentation, continuing education, attendance/work schedules, HIPPA, state and federal policies and procedures, laws and regulations.
11. Acts in a manner consistent with the Code of Conduct outlined in the Agency’s Corporate Compliance Program.
12. Demonstrates ability to use various computer software programs, including advanced knowledge of fundraising database.

**Required Skills, Abilities & Knowledge:**

1. Strong interpersonal communication skills, ability to communicate accurately and effectively in verbal and written interactions within a busy office environment.
2. Flexible and reliable.
3. Creative in thought and in implementation.
4. Ability to work well in settings presenting diverse physical conditions and socio-cultural environments.
5. Excellent time management and organizational skills to manage multiple tasks.
6. Self-motivated and self-directed.
7. Ability to focus on accuracy and detail.
8. Presents as a business professional.
9. Ability to adapt to changing priorities.

**Physical Requirements:**

The physical requirements described are representative of those that must be met to successfully perform the essential responsibilities of this position. Reasonable accommodations may be made.

	Occasional (25%)	Frequent (50%)	Continuous (75%)
Lift or transfer			
Up to 10 lbs.			X
11-20 lbs.		X	
21-35 lbs.		X	
Carry		X	
Push or pull		X	
Climb	X		
Reach		X	
Stoop or bend		X	
Crouch		X	
Kneel		X	
Handle or feel		X	
Talk			X
Hear			X
See			X
Sit, walk, stand			X
Distinguish smell/temperature	X		

	Occasional (25%)	Frequent (50%)	Continuous (75%)
Exposure to blood borne pathogens and infectious disease	X		
Exposure to hazardous materials	X		
Repetitive Motion			X

**Visual Requirements:**

1. The worker deals with office and/or medical equipment at or within arm’s reach.
2. Must be able to see to drive and review computer and paper documents.
3. Must be able to type to perform basic job responsibilities.

**Mental Requirements:** Requires the ability to plan and perform a wide variety of duties requiring general knowledge of policies and procedures. Requires judgment to work independently toward general results, devising methods, modifying, or adapting standard procedures to meet different conditions, making decisions based on precedent and policy.

**This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee or for this job. Duties, responsibilities, and activities may change at any time with or without notice.**

**Employee’s Signature** \_\_\_\_\_ **Date** \_\_\_\_\_