



Job Title	Development and Marketing Coordinator
Reports to	Development and Marketing Manager
Pay Classification	Exempt
Weekly Hours	40

Mission

To empower girls to embrace a strong sense of self. Unlike any other organization, GITK does this through a variety of programs, including a four-part Empowerment Workshop Series led by licensed female professionals in their field delivered to pre-teen girls and their trusted adults. GITK strives to be the first step in the journey through adolescence. We are focused on growing our programs and expanding our reach beyond St. Louis, Missouri.

Job Purpose

The Development and Marketing Coordinator will support the Development and Marketing Manager and contract Marketing staff/volunteers. This position is responsible for supporting the Girls in the Know mission and expanding the organization's outreach through the execution of various creative and innovative fundraising strategies. This position is responsible for overseeing and supporting our contract marketing professional in implementing promotional strategies. Girls in the Know professionals should be mission-focused, relationship-oriented, collaborative, results-driven, and competent brand-stewards.

Duties and Responsibilities

- Support all fundraising initiatives including corporate relations, grants, major gifts, donor relations, and fundraising events while consistently maintaining superior donor relationships and increasing revenue.
- Administrative duties including, but not limited to, gift entry, list-pulling, correspondence, mail merge, updating donor database and communicating with program participants, volunteers, donors and others.
- Oversight of Marketing and Communication plans and strategies, as directed by DMM, including public relations, media relations, digital



communications, updates to the Case for Support, storytelling and branding.

- Oversight of marketing consultant in developing creative and engaging content for communication platforms such as social media, website, e-newsletter, press releases, promotional items, and print media.

Effective and Engaging Communicator

- Work effectively with other departments to achieve GITK goals and communicate with various stakeholders.
- Support marketing consultant in their work with other departments and outside vendors to manage creation of marketing materials such as brochures, snapshots, and video resources.
- Identify key messages to inform case for support and ensure that language is consistent across platforms.
- Manage various database systems such as Bloomerang to aid stewardship/cultivation of donors.
- Manage communication to a donor portfolio through stages of cultivation, donor moves, and stewardship.
- Manage communications to several volunteer committees.

Critical Thinking and Creative Problem Solving

- Research, develop and implement industry and Girls in the Know best practices to improve database management, systems, and reporting.
- Track metrics for moves management through maintenance of dashboards and updates of reports as necessary.
- Coordinate delivery of data reports from marketing consultant on success of marketing initiatives/social media to board and other stakeholders.

Planning and Implementation

- Support marketing consultant in an oversight role in establishing, implementing, and evaluating a strategic marketing plan.
- Implement new projects and initiatives as decided by senior staff.
- Manage grants calendar, assist with writing grant reports, applications, and impact reports outside scope of grant-writing consultant.
- Manage the administrative duties for giving clubs, volunteer committees, and annual event.

Qualifications



- Bachelor's degree in Marketing, Communication, Nonprofit Management or relevant field.
- Proven work experience as a Development Coordinator. Marketing knowledge or experience preferred.
- Experience with personalized donor stewardship and relationship building.
- Strong knowledge of Microsoft Office and Google Suite (Google Docs/Sheets/Drive/Calendars), and technological proficiency.
- Familiarity with Donor CRMs and/or Content Management System software.
- Strong verbal and written (analytical and expository) communication skills, experience writing grant applications and reports a plus
- Ability to collaborate with program leadership to gather critical data for grant submissions
- Excellent time management skills – ability to handle interruptions, meet deadlines, maintain focus on tasks, produce accurate work and manage multiple projects with attention to detail
- Knowledge of traditional and digital marketing tools.
- Expertise with SEO/SEM campaigns a plus.
- Eye for branding consistency and organizational voice in communications preferred.
- Possess a valid driver's license and have use of an insured motor vehicle.

Work Conditions

- Full-time hours, participation in early morning, evening, and weekend meetings and events will be required as needed. Employees are expected to work 80% of their work hours within regular “core” business hours Monday through Friday 8:00 am 5:00 and two days per week in a shared office space.

Physical Requirements

- Frequently move, transport, position equipment up to 30 pounds for various event needs.
- Must be able to remain in a stationary position for extended periods of time indoors and outdoors (up to 6 hours).

Direct Reports

- Manage 1-2 interns per semester focused on supporting Development and/or Marketing functions.



This job description does not list all the duties of the job. Performance of other duties may be requested.

Compensation

The position is full time (40hrs/week) with a competitive benefit package including medical insurance and optional dental and vision insurance. Salary is commensurate with experience. Salary range is \$32,000- \$35,000 with possible opportunities for promotion to reflect growth.

Application Period:

Applications will be accepted through Monday, April 12.

To apply, please email cover letter, resume and optional writing sample to gitkjobs@girlsintheknow.org

Subject: Development & Marketing Coordinator

For more information about our organization, please visit our website at www.girlsintheknow.org