



## **COMMUNICATIONS & FUNDRAISING COORDINATOR**

### **Job Description**

#### **About Prosperity Indiana**

Prosperity Indiana, also known as the Indiana Association for Community Economic Development, is a statewide membership organization for the individuals and organizations who are strengthening Hoosier communities. Since its founding in 1986, Prosperity Indiana has grown to nearly 200 members from the public, private, and nonprofit sectors.

Prosperity Indiana organizes all of its work within its 'REAP' Prosperity framework: providing Resources, opportunities for Engagement, Advocacy, and signature Programs that support members' work. Through our [mission, vision, and values](#), Prosperity Indiana works to address long-standing racial equity gaps and economic injustices to build a society where all persons have equitable access to economic and social opportunity.

#### **Summary of Responsibilities**

The Communications & Fundraising Coordinator reports to the Engagement Director and is responsible for developing and deploying effective communications, supporting the fundraising and convening strategies of the organization, and performing the research needed to be effective in each arena.

The position will strategically message Prosperity Indiana's mission, vision, values, and programs, benefits of membership, and tell the story of impact for PI and its member organizations. Critical to the role are supporting the development of fundraising infrastructure and delivery of convening events that marry knowledge sharing and relationship building to advance the field, as well as generate resources. Convenings include regional meetings, statehouse events, conferences, and peer learning opportunities – in-person and virtually.



## **Fundraising**

The Communications & Fundraising Coordinator stewards member and donor investment with Prosperity Indiana. The position will support the sponsorship program, grant writing, and development of fundraising campaigns, including identification, solicitation, and cultivation of potential donors. Responsibilities include:

- Managing donor database and donor acknowledgement process
- Supporting and often owning the management, cultivation, and stewardship of donors and prospects
- Creating communications to key constituents to deepen relationships and secure investment
- Developing relationships and writing grants to prospective funders
- Conducting research on prospective donors and new and existing constituents to identify motivations, barriers, and potential ways to develop or deepen their connection to PI
- Create and maintain an annual calendar of funding opportunities
- Work with directors to establish protocols for gift management
- Provide fee-for-service consulting and grant writing services, as appropriate

## **Communications**

This position advances Prosperity Indiana's brand and footprint through a variety of communications strategies, including developing content to publish a monthly newsletter, regular e-blasts, press releases, social media; hosting press conferences and securing other interview opportunities through media relations; website management; and coordinating occasional publications, all of which require story collection and storytelling skills.

Responsibilities include:

- Planning and managing editorial calendar to coordinate messaging and event marketing across PI's service areas of advocacy, engagement, and resources (capacity building)
- Website optimization
- Strategic email marketing
- Branding and graphic design, utilizing various publication tools to create collateral
- Participation in trade shows and developing signage to establish strong presence with partners



- Database management and marketing, utilizing PI's CRM
- Posting high-engagement social media posts
- Working with external vendors on marketing and communications contracts as they arise
- Documenting member events, trainings, and other activities to develop success stories, case studies, blog posts, and other publications for dissemination across various platforms
- Establishing and strengthening relationships with key partners and promoting membership
- Supporting the membership campaign through research, strategic outreach, and messaging

### **Convenings**

Key to PI's mission, the organization engages members through an annual summit, statehouse day, regional meetings, site visits, and other networking opportunities. Responsibilities include:

- Supporting events through planning and marketing efforts, as well as day-of delivery, in collaboration with PI team members
- Creating and delivering professional development content through webinars, member events, and online tools for the member portal, as appropriate
- Cultivating increased member engagement through the development of forums or groups

### **Candidate Profile**

The ideal candidate will have a strong commitment to working in a mission-driven organization, believing in community economic development as a strategy to improve the quality of life for low-income people and disadvantaged communities. The candidate must possess organizational and leadership skills, excellent verbal and written communication skills, fundraising and communications expertise, and an ability to work independently and as a team player. The candidate will have a strong background and proven experience with project management, multiple project coordination, and a customer service mindset. A flexible management style, sense of humor, and ability to work well under pressure is essential.

### **Additional Qualifications**

- Ability to work effectively and collaboratively with diverse staff, including remote colleagues, coalitions and community groups, motivate volunteers, work across the



political spectrum, and value people of every race, ethnicity, age, gender, sexual orientation, religion, ability and socio-economic circumstance

- Capacity to coordinate multiple event, contract, publication, and reporting schedules
- Experience in cultivating, convening, and managing partner organizations
- Willingness to do occasional statewide and national traveling as needed
- Ability to adapt and multi task
- Bachelor's degree in a relevant field or equivalent experience with communications, fundraising, community development, and/or non-profit management

**Classification:** Exempt, Full-Time, Permanent

**Compensation:** \$50,000-55,000; paid health insurance, dental and vision, life insurance, employee assistance program, matched 401(k), education support, 13 paid holidays, 24 days of paid time off

This job description should not be interpreted as all-inclusive. It is intended to identify the essential functions and minimum qualifications of this job. The incumbent/applicant may be required to perform job-related responsibilities and tasks other than those stated in this job description. Nothing in this job description restricts management's right to assign or reassign job-related responsibilities and tasks to this job at any time. Certain functions not explicitly stated above are nevertheless understood to be essential to this position. These include, but are not limited to, attendance, getting along with others, working during normal business hours, effective time management, and dealing with and working under time constraints and other pressures associated with performing all aspects of this job. Any essential function of this class will be evaluated as necessary. Should an incumbent/applicant be unable to perform any essential function or requirement due to a disability as defined by the Americans with Disabilities Act (ADA), reasonable accommodation for the specific disability will be made for the incumbent/applicant, as required. However, the incumbent/applicant must still be able to perform the essential functions of the position with or without such an accommodation.