**Job Title:                    Development & Marketing Coordinator**

**Status:                        Full-Time**

**Hours:                        40 hours per week**

**Reports to:                 Senior Vice President, Institutional Advancement**

Child Care Resources Inc. is seeking an organized and creative self-starter to work with the Institutional Advancement team supporting the agency’s development and marketing efforts. This full time position will assist the Senior Vice President for Institutional Advancement in the planning and execution of all income-generating events, fundraising campaigns, grant seeking opportunities, and integrated marketing campaigns. Key activities: developing communication strategies to drive fundraising, promote organizational messaging, and increase brand awareness; planning monthly and quarterly marketing and communications initiatives; designing online and print materials for CCRI’s services and target audiences; maintaining CCRI’s donor database; increasing CCRI’s online presence and email marketing; and managing vendor relations.

**Responsibilities**

Deliver well-written communications across all marketing channels

Assist in grant writing for general operating and program support

Manage creative development, production, and vendor relations for advertising, print, graphic and web design to meet agency needs

Maintain a community engagement calendar for marketing and fundraising events

Coordinate staff, board, and volunteer participation in events

Create talking points and promotional materials for development and marketing events

Conceptualize and oversee production of materials/copywriting for external campaigns

Conduct email marketing campaigns

Ensure that external communications adhere to brand standards and align with messaging

Provide staffing and photography for events and work to build CCRI’s photo library

Develop, distribute, and follow-up to secure placement for media releases, PSAs, stories

Support external groups conducting fundraising or marketing events to benefit CCRI

Maintain media contact list and document agency coverage

Update and maintain CCRI’s website and monitor for broken links

Work with staff across the organization to support ongoing content creation

Manage CCRI’s social media accounts and monitor for reputation management

Assist with development of internal communications

Promote a positive image of CCRI in the community

Perform other related development and/or marketing duties, as assigned

**Qualifications**

Ability to thrive in fast-paced,deadline-driven, team environment with shifting priorities

Flexibility to deliver projects on deadline and within budget

Proven time management skills and the ability to work independently

Excellent oral and written communication skills

Experience writing and editing organizational communications and marketing materials

Meticulous attention to detail and proofreading capabilities

Strong interpersonal skills and ability to work with staff, board, and volunteers

Must be able to travel locally in Charlotte and the surrounding area, as needed

**Education, Experience & Technical Skills**

Bachelor’s Degree from an accredited college or university (marketing, graphic design, digital/new media, or related discipline preferred)

Solid marketing, fundraising, and creative experience (minimum five years)

Ability to apply technology solutions (independently or with vendors) to execute duties

Proficiency in Microsoft Office (MS Word, Excel, PowerPoint, Outlook

Experience with email marketing platforms

Experience with web-based content management platforms (WordPress preferred)

Familiarity with CRM software (Salsa preferred)

Database management

Custom form generation

HTML / CSS / PHP and experience with in-house video production/editing a plus

**Software & Web Platforms Used**

Mac OSX High Sierra and iCloud

Pages, Keynote, Numbers (Native Mac OS Office Suite)

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat DC)

WordPress

Salsa CRM & ENGAGE

DirectMail for Mac (Custom HTML email generation for export to Salsa Engage)

JotForm

Squarespace

Google G Suite & GoogleAds for Non-Profits

FlipGive & Amazon Smile (Shopping for Good Platforms)

ZOOM & PolyCom (Web & Video Conferencing Platforms)

**Interested applicants should submit a Resume via CCRI’s Career Center Portal at www.childcareresourcesinc.org/ourteam**

CCRI offers a generous benefits package including health and retirement plans with an organizational match.

CCRI is an equal opportunity employer. CCRI does not discriminate on the basis of race, color, religion, sex, national origin, handicap, age, disability, veteran status or any other basis protected under federal, state or local laws.