

## **Marketing / Fundraising / Outreach Coordinator Job Description**

The Pennsylvania Federation of Sportsmen & Conservationists (PFSC), a nonprofit hunting, trapping, fishing and conservation advocacy organization, and the Pennsylvania Wildlife Federation (PWF), the educational arm of the PFSC, seek a Marketing / Fundraising / Outreach Coordinator. This person will work from home in an Office 365 Team environment with other PFSC staff. If you are a self-starter, have a passion for the outdoors and are a great communicator with a creative fundraising flair, we want to hear from you. Ultimately you will help grow our organization's membership, outreach and fundraising objectives.

### **Public Relations & Social Media**

- Work with Communications Administrator to create and distribute press releases and newsletters
- Develop new ideas to market and grow the organization's membership
- Promote the organizations on social media and manage social media content
- Build meaningful relations with outdoor newspapers, state agencies and NGOs

### **Marketing & Communications**

- Create and maintain marketing and promotional materials, both print and electronic
- Design and launch email marketing and fundraising campaigns
- Create and maintain organization literature and other forms of communication
- Make suggestions to ensure the organization's publication remains relevant

### **Fundraising & Grant Writing**

- Develop new fundraising activities to meet set budgeted goals
- Plan, coordinate and execute fundraising activities
- Actively recruit sponsors
- Direct event timelines and volunteer activities to ensure all elements of the event are delivered on time and in a quality fashion
- Work with the Business Administrator to track revenue, expenses and budgeted forecast for all events (including hours spent on each event)
- Work with the Communications Administrator on production and oversight of all event materials (letters, invitations, posters, flyers, etc.)
- Maintain fundraising calendar
- Orchestrate and execute event marketing and outreach
- Organize and run meetings with staff and volunteers to discuss progress on "in-process" events
- Submit regular updates to the team, PFSC President and Executive Committee via virtual conferences and emails
- Seek grant opportunities and submit grant applications
- Recruit donors and sponsors for independent financial support

## Qualifications

- Bachelor's degree or equivalent experience in nonprofit organizations preferred
- Two plus years of experience in social media, marketing and fundraising (nonprofit preferred)
- Membership development experience a plus
- Solid time-management skills with the ability to prioritize and think independently
- Excellent verbal and written communication skills
- Demonstrated experience using MS Office 365
- Demonstrated command of all social media technology and operation
- Demonstrated knowledge of hunting, fishing, trapping and conservation
- Have a robust public presence – articulate, optimistic and energetic with the ability to motivate and inspire people
- Creativity and attention to detail skills
- Experience managing volunteers is preferred
- Must be able to work independently and as a member of a team
- Must have a valid driver's license and reliable transportation

## Hours

- Flexible hours based on a 24-30 hour workweek
- Must be able to attend planned events, including occasional weekends

## Salary

- \$30,000 base. Bonuses paid based on performance

Our ideal candidate will suggest creative ways to increase organization awareness and funding. We want to meet you if you have excellent communication and proven fundraising skills. Ultimately, you will help grow our organization's membership, outreach and funding. **Please submit a resume, references and a letter of interest explaining why you would be a good fit and benefit the PFSC and PWF to [info@pfsc.org](mailto:info@pfsc.org).** We will only contact candidates that meet our criteria and respond to these application requirements.

## **Additional Details:**

- At-will exempt employee
- Work under the direction of and report to the Business Administrator and Communications Administrator
- Provide weekly status reports to the Business and Communications Admins
- Provide monthly status reports to the Executive Committee
- Provide quarterly status reports to the PFSC and PWF Board of Directors