



Does the prospect of working to protect one of the Southwest's last remaining flowing rivers get you excited? Friends of the Verde River is looking for an enthusiastic hard worker to join our team. Specifically, if you are skilled in data management and presentation and unafraid to make phone calls and meet new people, we want you to apply for the part-time position of Fundraising & Outreach Coordinator.

Title: Fundraising & Outreach Coordinator

Reports to: Marketing & Communications Manager

Status: Part-Time Position

About Us: Friends of the Verde River is a 501(c)3, nonprofit organization located in Cottonwood, AZ. We work collaboratively to restore habitat, sustain flows and promote community stewardship to support a healthy Verde River system. We envision a healthy, flowing Verde River and tributaries that support our unique environment, vibrant economy, and quality of life for future generations Visit www.verderiver.org for more information.

Position Summary:

Friends of the Verde River is looking for a qualified and ambitious individual to help manage and grow our fundraising and outreach program. We are looking for the perfect person ready to jump in and work collaboratively with other members of our team.

The Coordinator is responsible for maintaining the CRM database of donors, responding to requests for data analysis, bringing data to life visually, helping to conduct fundraising campaigns, and using social media to communicate with our supporters. The Coordinator is an active learner, curious about the science of fundraising and willing to follow tried-and-true techniques AND try out new things to improve results.

Required Skills and Experience:

- Excellent communication skills, verbal and written
- Experience with CRM databases
- Minimum one-year experience working in fundraising, sales, or customer management
- Proficiency using Excel, Word, and PowerPoint
- Ability to think critically and utilize various research methodologies
- High levels of integrity, autonomy, and self-motivation
- High standards for handling sensitive and confidential information
- Positive attitude, detail-oriented, customer-focused
- Able to multi-task and adapt to an evolving organization
- Social media marketing experience
- Ability to multi-task and prioritize duties, take initiative and problem solve.
- Demonstrated ability to work with others in a professional capacity

Preferred Qualifications:

- Design experience (using Canva, Adobe Photoshop, InDesign, or Illustrator) a plus

- Associate Degree or current student in nonprofit management, communications, marketing, advertising, or related field

Responsibilities:

Annual Donor Program Membership & Fundraising:

- Maintain CRM/donor database (NEON CRM/Bloomerang) to track and manage donors and fundraising campaigns
- Oversee all functions of CRM/donor database management and ensure that system information is accurate
- Analyze donation information and prepare confidential monthly reports, using a dashboard method for presenting data (e.g., graphs)
- Responsible for sending timely and accurate Thank you acknowledgements.
- Assist in developing and implementing annual campaigns and other fundraising-oriented appeals
- Make phone calls to current donors and volunteers to foster positive relationships.

Social Media:

- Execute Friends' social media strategy with quantifiable goals for each social channel
- Work with Marketing & Communications Manager to develop content and plan specific, timely marketing/fundraising campaigns
- Develop content for and assist with the management of social media campaigns
- Create, edit, and publish regular and consistent content that results in a high rate of engagement
- Report on social media metrics on a monthly basis; continuously improve by analyzing and acting on metrics, best practices, and trends
- Monitor all social media channels to assist audience with inquiries; respond to comments and messages across all platforms in a timely and positive manner

Other Requirements:

- Must provide own transportation and automobile insurance and have the ability to travel throughout the community.
- Occasionally will need to be available evenings and weekends to staff events.

Compensation: \$15/h., 20hrs per week

To Apply: Please submit cover letter and resume to: marketing@verderiver.org

Application Deadline: August 9, 2019.

Position Start Date: Early September 2019.