



## Child Development Association

Position Description

rev. 3.8.23

TITLE: Part-time Marketing and Development Coordinator

REPORTS TO: Director of Advancement

### SUMMARY OF FUNCTIONS:

The Marketing and Development Coordinator is a part-time position working 15-20 hours a week over three in person office days. The Marketing and Development Coordinator will work collaboratively with the Advancement team to implement communications strategies with a focus on fundraising and development to broaden the impact of the CDA mission.

### MAJOR DUTIES AND RESPONSIBILITIES:

- Create and schedule social media content for Facebook, Instagram, Twitter, LinkedIn and YouTube.
- Create and edit content for the monthly CDA e-newsletter.
- Take photos of school events for use in social media, newsletters, etc.
- Assist with the development and execution of marketing and development programs such as Back to School, Giving Tuesday and the annual appeal.
- Make updates to the CDA website in WordPress.
- Help maintain the database which includes data entry, running reports and quality control.
- Coordinating tax receipts and letters of acknowledgement of donations.
- Act as an ambassador to the CDA at community events.
- Other duties as assigned by the Director of Advancement.

### ORGANIZATIONAL RELATIONSHIPS:

The Marketing and Development Coordinator works in collaboration with the Director of Advancement, the Director of Development, the Executive Director, CDA school staff and the Marketing/Communications committee. The Marketing Coordinator reports to the Director of Advancement.

### EXPERIENCE AND EDUCATIONAL REQUIREMENTS:

- Bachelor's degree preferred.
- 1-2 years of marketing experience.
- Strong oral and written communication skills
- Experience with multiple social media platforms.
- Experience with WordPress and Constant Contact preferred.
- Working knowledge of Canva or similar program.
- Experience with database management.
- Strong computer skills, including MS Office.
- Administrative experience including data entry and mail merges.
- Strong attention to detail and accuracy.
- Self-starter with the ability to multi-task and prioritize.
- Passionate about the mission of the CDA.
- This position requires occasional night and weekend hours.

### RATE OF PAY:

\$15/hour

To apply email a cover letter and resume to [ssillitto@cdakids.org](mailto:ssillitto@cdakids.org).