

## Job Description

### DEVELOPMENT COORDINATOR

#### JOB SUMMARY

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The Development Coordinator is a key member of Willow's Development team and plays a central role in strengthening the organization's fundraising infrastructure and donor engagement efforts. Reporting to the Director of Development, the Coordinator is responsible for donor database management, reporting and analysis, stewardship oversight, and systems that support effective fundraising, communications, and events. The Development Coordinator ensures the integrity of donor data, supports informed decision-making through analysis and reporting, and helps maintain consistent, donor-centered stewardship practices. This role works closely with Development, Finance, and Community Engagement staff to support fundraising activities, donor communications, and agency-wide initiatives. This position requires a high degree of organizational, communication, and time management skills.

#### ESSENTIAL DUTIES AND RESPONSIBILITIES

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##### DATABASE AND DONOR RELATIONS

- Act as subject matter expert for the donor database, establishing standards, training staff, and ensuring data integrity and cleanliness across Raiser's Edge.
- Oversee database workflows and system use to ensure complete, accurate tracking of gifts, constituents, and interactions.
- Partner with Finance to support reconciliation processes within Raiser's Edge and Financial Edge.
- Analyze donor, appeal, and engagement data to identify trends, including retention, upgrade, lapse, and reactivation patterns, and surface insights to Development leadership.
- Build and maintain reporting tools and templates to support projections, recommendations, and strategic decision-making.
- Maintain and oversee Willow's donor stewardship plan, ensuring timely, accurate, and consistent acknowledgements, recognition, and engagement across donor segments.
- Oversee donor segmentation and constituent list strategy within Raiser's Edge to support targeted communications and fundraising efforts.
- Maintain governance of VIP, board-related, sponsor, and priority donor lists, ensuring accuracy, appropriate usage, and regular review, and alignment with donor communications and stewardship actions.

##### EVENTS

- Work with Development team to plan and produce three (3) or more major annual events each fiscal year. The events should raise significant funds for Willow and heighten awareness of our mission.
- Cultivate and manage relationships with event vendors, sponsors, guests, and board members.
- Assist in preparing post-event reports
- Solicit in-kind donations to offset event costs and services.
- Oversee the execution of third-party events for the agency.

##### MARKETING

- Assist Director with all agency marketing and publications including direct mail, e-news, and social media.
- Assist with the development of written copy as needed, including marketing and solicitation materials to solicit in-kind and financial donations, including but not limited to the Holiday Drive, annual fund, grants, and direct mail appeals.
- Manage website content and both internal and external Willow newsletters

##### COMMUNITY ENGAGEMENT

- Champions Willow Center's culture and works to assure employees are engaged and supported.
  - Represents the agency at community groups and speaking engagements.
  - Manage Agency's annual Holiday Drive strategy and related events.
  - Assists the Development Leadership in identified strategic initiatives, including goal setting, and promoting Willow's mission.
  - Actively seek out opportunities to enhance agency visibility and partnership opportunities throughout the community.
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## OTHER

- ✔ Maintains confidentiality and completes all job functions ethically and in a culturally competent manner.
- ✔ Attends and participates in pertinent agency meetings and training.
- ✔ Helps create and oversee Ambassador Program. Helps manage requests and coordinates with agency staff to be represented at requested engagements.
- ✔ Other duties as assigned.

## REQUIRED EDUCATION AND EXPERIENCE

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- ✔ Bachelor's Degree or related experience required.
- ✔ 3-5 (three - five) years of related experience in event planning, marketing, volunteer management, and community relations preferred.
- ✔ Excellent communication skills are required.
- ✔ Experience working with donor databases (e.g., Bloomerang, Raiser's Edge, or similar).
- ✔ Commitment to equity, inclusion, and trauma-informed practice.
- ✔ Willingness to work some evenings and weekends for events or donor engagement
- ✔ Adaptable and flexible. Local travel and evening/weekend flexibility is required.

## QUALIFICATIONS

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- ✔ Demonstrated alignment with and commitment to agency values.
- ✔ Demonstrated understanding of non-profit organizations, fundraising, marketing, and training.
- ✔ Knowledge and proven experience in staff and volunteer development, public relations planning and activities, and donor engagement.
- ✔ Strategic thinker with the ability to determine the best approaches and invest resources for the greatest return.
- ✔ An understanding of, and commitment to, donor-centered fundraising.
- ✔ Proven project planning, implementation, management, and evaluation skills.
- ✔ Demonstrated solutions-focused approach.
- ✔ Excellent interpersonal, written, and public speaking communication skills. Demonstrated skills in communicating to various audiences across a range of platforms.
- ✔ Excellent leadership, presentation, and organizational skills are essential.
- ✔ Ability to prioritize work, meet deadlines, and produce quality results on time with attention to detail.
- ✔ Ability to work occasional evenings and weekends required.

## ADDITIONAL INFORMATION

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- ✔ Department: Community Engagement
- ✔ Location: Strong Todd Building
- ✔ Reports to Director of Development
- ✔ Hours/Status: Full-time /Non-Exempt

*Must be able to work evenings and weekends when necessary.*

## APPLY ON INDEED

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<https://www.indeed.com/job/development-coordinator-4a8ed6c40a59799e>

***We offer a generous benefits package including paid time off, and a 401k retirement plan.***

*Willow Domestic Violence Center is an Equal Opportunity Employer*

Willow Domestic Violence Center is committed to equal opportunity for all, without regard to race, religion, color, national origin, citizenship, sex, sexual orientation, gender identity, age, veteran status, disability, genetic information, or any other protected characteristic. Willow Domestic Violence Center will make reasonable accommodations for known physical or mental limitations of otherwise qualified employees and applicants with disabilities unless the accommodation would impose an undue hardship on the operation of our business.