

Marketing and Donor Relations Coordinator

Memphis Oral School for the Deaf

The Marketing and Donor Relations Coordinator is responsible for planning, organizing, and directing all of MOSD's fundraising platforms including but not limited to: special events, grant-writing, and planned-giving programs. The Marketing and Donor Relations Coordinator will manage and oversee the effort for continued growth of MOSD's social media presence and marketing campaigns in an attempt to always increase the annual level of individual, corporate, and philanthropic giving. This position will always seek ways to strengthen MOSD's recognition and purpose in the Mid-South area by sharing the school's mission and services through various channels of communications.

Job Requirements/Duties

- Develop, plan, and oversee all annual fundraising events, with the two largest being the annual MOSD SpeakEasy Auction Gala and MOSD's Charity Golf Tournament. Improve efficiency for all processes pertaining to: increasing donor-based revenue through sponsorships, ticket sales, marketing materials/public-relations opportunities (website, TV, radio), the donation of auction items, volunteers, etc. Lead all event coordination that includes (but not limited to) all aspects of planning, event duty assignments, registration logistics, payments acceptance protocol, etc.
- Intermediate skills with working with spreadsheets such as Excel is required for keeping track of dollar totals for each event and category of fundraising activity
- Strong writing skills and experience are required
- Must be comfortable with public speaking opportunities and project a positive and engaging image for MOSD at all times.
- Display creative writing and design skills with marketing online fundraising and promotion campaigns
- Creative-thinking towards developing community/donor relations and identifying new funding sources
- Collaborate with Executive Director to manage grant-writing calendar to monitor grant cycle deadlines and reporting deadlines
- Collaborate, compose and submit grant requests with Executive Director approval
- Research new grant opportunities and eligibility
- Represent MOSD and defend grant requests as required by Grantor for funding
- Provide content to include for the Marketing and Donor Report for monthly Board Meetings
- Manage and Develop Donor Database
- Identify prospective individual and corporate donors and develop strategies to cultivate community relationships
- Oversee the quality content on fundraising event pages, social media platforms, and MOSD website
- Attend AFP (Association of Fundraising Professionals) workshops for professional development
- Monitor and manage volunteer relationships throughout the year
- Develop End-of- Year Annual Capital Campaign
- Plan, prepare, and deliver on-site and off-site presentations on behalf of MOSD at United Way agency fairs/events, school tours, media events, fundraisers, etc. as needed
- After hours and weekend hours are required on occasion to meet job responsibilities
- Bachelor's Degree with communication emphasis required (ie. Communications, PR, Marketing etc.) or related work experience