



## **Development & Marketing Coordinator/ AmeriCorps VISTA Position Description**

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Reports to: Director of Development  
Status: Full-time

Department: Development  
Schedule: M-F & some weekends

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Founded in 2001, **A Reason To Survive (ARTS)** is a nationally recognized nonprofit organization dedicated to using the power of the arts and creativity to create positive change and transformation in children and youth facing adversity. ARTS engages youth through a unique, sequential 3-step program model starting with therapeutic arts, and expanding into arts education, and college & career preparation in the arts and creative industries. ARTS recently moved to a 20,000 square-foot facility in National City, California, greatly expanding programmatic opportunities. In the past year, ARTS received national recognition when the organization was featured in the 2013 Academy Award winning documentary *Inocente*, and recognized as a case study in the NY Times bestseller "Decisive" by Chip and Dan Heath. In addition, ARTS was featured on the *Today Show*, and ARTS founder, Matt D'Arrigo delivered a well-received TEDx talk about the power of art.

### **Development & Marketing Coordinator Overview**

This is an ideal position for someone seeking to learn and practice non-profit fundraising and development, and community engagement through social media. Within ARTS, the VISTA member will function as a valuable member of the Development Team, supporting critical functions of the Development Department that directly impact the organization's ability to successfully secure gifts, grants, earned revenue, in-kind resources and partnerships, and promote a robust community presence. He/she will assist the Director of Development in the following projects:

### **Key Duties and Responsibilities:**

#### **Development Tasks**

- Manage Gift Processing activities as directed by the Development Director.
- Manage the DonorPerfect database of gifts, donor information, and a calendar of submission / next action dates.
- Assist with generating DonorPerfect reports as needed.
- Assist in launching donor engagement/cultivation strategies to further enhance the donor experience & decrease donor attrition (targeted stewardship and solicitations, special VIP events, corporate partnerships and more)
- Assist with securing in-kind partnerships and donations.
- Utilize the Foundation Center online search engine, GuideStar and other resources to identify new private & public funding opportunities that align with ARTS mission & programs.
- Research and compile statistics & academic articles on evidence-based practices on why the arts are effective.

## **Marketing Tasks**

- Participate in weekly phone meetings and monthly face-to-face meetings with the ARTS pro bono PR Firm, Olive PR.
- Document standard procedures for regularly updating all social media.
- Assist with web-site updates through WordPress.
- Support the development and dissemination of press releases, as directed by the PR firm and Development Director.
- Lead design of creating marketing materials.
- Assist with writing content, gathering images, designing & disseminating the annual report.

*The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.*

## **Education, Knowledge, Skills, and Abilities:**

- Ability to work flexible hours required
- Experience with content development for a website, blog and/or extensive social media presence
- Strong verbal communications skills and demonstrated ability to write clearly and persuasively
- Ability to demonstrate initiative, and work under pressured
- Donor software experience required; DonorPerfect preferred
- Bachelor's degree preferred

**Compensation:** This job is paid by AmeriCorps VISTA. Please check their website for more information.

**Physical Requirements and Work Environment:** Work is performed in an office setting with a moderate noise level; employee will regularly work at a computer station and operate electronic equipment approximately eight hours per day; regularly communicate by telephone and in-person with staff and other professionals; occasionally lift, carry and position objects weighing up to 10 pounds. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**To Apply:** Please Apply on AmeriCorps Website

<https://my.americorps.gov/mp/listing/viewListing.do?id=51319&fromSearch=true>

Position will close June 26, 2014.

*ARTS provides equal employment opportunities to all employees and applicants without regard to race, color, religion, national origin, ancestry, gender, sex, gender identity or expression, age, medical condition, sexual orientation, marital status, citizenship, pregnancy, physical or mental disability, genetic information, veteran status, military status, caregiver status or any other characteristic protected by federal, state or local laws.*