



**TITLE: Coordinator, Community Engagement, SRJC Foundation**

**CLASSIFICATION: Classified**

**SALARY GRADE: O**

**POSITION DESCRIPTION AND SCOPE:**

Under the direction of the Director of Community Engagement of the Santa Rosa Junior College Foundation, the Coordinator, Community Engagement assists with planning, organizing and implementing marketing and communications projects in support of the mission of the SRJC Foundation. The Coordinator will develop and implement a broad range of communications and community engagement tools and practices to ensure successful fundraising and constituent participation outcomes, including oversight of Alumni Relations programs and coordinating volunteer support.

**KEY DUTIES AND RESPONSIBILITIES:**

*Examples of key duties are interpreted as being descriptive and not restrictive in nature. Incumbents routinely perform approximately 80% of the duties below.*

1. Coordinates marketing and communications initiatives and collateral designed to increase awareness and support of the SRJC Foundation, Santa Rosa Junior College, alumni and trusts/committees among target audiences including, but not limited to: donors; alumni; corporate/business partners; students; media; elected officials; and civic and community leaders, with particular emphasis on community-focused events such as the President's Address to the Community, civic organizations, and meetings with corporations/businesses.
2. Assists with traditional and digital marketing and communication tools including website, social media, e-newsletters, videos, annual reports, direct mail and electronic solicitations, direct emails/mailers, brochures and other fundraising materials. Ensures design and content adheres to brand standards.
3. Develops and assists in tracking progress of annual marketing/communication plans to promote fundraising for key audiences. Develops and maintains monthly/annual editorial and events calendars.
4. Provides administrative and event support for SRJC Foundation Board of Directors, committees and trusts including coordination of materials to comply with Brown Act requirements.
5. Produces regular SRJC Alumni Association communications and alumni-specific appeals to increase alumni giving and engagement; coordinates the alumni membership and benefits program; identifies and develops opportunities and events for alumni engagement with the District; plans and implements affinity programs, reunions and other special events for alumni.
6. Works in collaboration with Foundation staff, District representatives, and contractors to design, develop, modify and update Foundation web pages.
7. Implements and maintains SRJC Foundation's social media content. Identifies social media opportunities to maximize donations, support, and visibility of the SRJC Foundation and its committees.
8. Maintains Foundation's electronic photo archives and digital assets; may be required to take and modify digital photos and/or utilize design software to develop/edit graphic assets.
9. Ensures that marketing efforts are effective in a changing and competitive environment. Assists in marketing research efforts; works with campus colleagues to design survey instruments; follows trends in order to influence target audiences.

**KEY DUTIES AND RESPONSIBILITIES – Continued**

10. Participates in the development of benchmark criteria to track and assess the efficiency and effectiveness of the Foundation's marketing effort, including marketing for new initiatives.
11. Collaborates with the SRJC Public Relations department to cross-promote the District, its donors, and alumni; communicate with faculty, staff, students and external organization to coordinate activities and program, resolve issues and exchange information.

**KNOWLEDGE OF:**

1. Marketing, communications, public and media relations, and fund development strategies and methods in an institution of higher learning and/or non-profit environment.
2. Standard office productivity software, including fundraising database and graphic design software.
3. Social media platforms, content placement and monitoring.

**ABILITY TO:**

1. Develop and maintain a strong alumni relations outreach program.
2. Produce creative content with accurate editing and production design skills.
3. Present information to groups of individuals.
4. Work with a team to achieve optimal levels of performance and accomplishment.
5. Meet deadlines and coordinate multiple tasks and projects.
6. Collaborate with a diverse set of stakeholders to achieve organizational goals.
7. Demonstrate a professional demeanor, excellent communication skills, collaboration, intellectual curiosity.
8. Plan and organize work and meet schedules and deadlines.
9. Exercise sound judgment.
10. Demonstrate sensitivity to, and respect for, a diverse population.

**QUALIFICATIONS:**

*Candidates/incumbents must meet the minimum qualifications as detailed below, or file for equivalency. Equivalency decisions are made on the basis of a combination of education and experience that would likely provide the required knowledge and abilities. If requesting consideration on the basis of equivalency, an Equivalency Application is required at the time of interest in a position (equivalency decisions are made by Human Resources, in coordination with the department where the vacancy exists, if needed.)*

**EDUCATION:**

Bachelor's Degree in Journalism, Business, Mass Communications, Marketing, or related field required.

**EXPERIENCE:**

2+ years of experience in marketing, communications, and public relations, including the development of fundraising collateral, digital marketing management, and event management.