



TITLE: Coordinator, Philanthropy

CLASSIFICATION: Classified

SALARY GRADE: C11

SCOPE OF POSITION:

Under the general direction of the Executive Director of the Santa Rosa Junior College Foundation, the Coordinator, Philanthropy plays a vital role in fostering relationships between the Santa Rosa Junior College Foundation and the broader community. This position is responsible for developing, implementing, and managing strategies that support giving, engagement, build donor relationships, and support the Foundation's fundraising initiatives and the Foundation Board of Directors and Board Committees. The Coordinator, Philanthropy will work collaboratively with employees, donors, alumni, and community stakeholders to enhance awareness of the Foundation's mission and support for Santa Rosa Junior College (SRJC).

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. Creates direct mail and electronic solicitations for funding priorities, case statements, and other fundraising materials. Ensures design and content adheres to brand standards.
2. Develops and coordinate the Foundation's annual giving and crowdfunding initiatives. Supports strategies for online and recurring giving to expand donor participation and retention.
3. Develops and manages sponsorship opportunities. Cultivate and steward corporate and community partners to strengthen philanthropic support.
4. Supports the SRJC Scholarship Program by securing annual gifts, managing the online system, assisting donors with fundraising systems, and providing updates on scholarship recipient selection.
5. Develops, organizes, and facilitates constituent communications, presentations, engagements, stewardship activities, and donor interactions, including the Foundation's annual report.
6. Organizes and implements annual President's Address to the Community.
7. Provides governance and administrative oversight for SRJC Foundation Board of Directors and Foundation Board Committees including development of agendas, minutes, and other materials to comply with Brown Act requirements.
8. Creates and manages regular communications and fundraising appeals for SRJC alumni; develops opportunities and events to engage alumni with the College; and plans reunions, affinity programs, and other special alumni events.
9. Analyzes giving trends and donor engagement metrics to inform strategies for growth.
10. Researches donor prospects, manages portfolios, and provides regular reports to support strategic donor engagement.
11. Develops marketing and communication materials to enhance the Foundation's digital presence including website, social media, e-newsletters, videos, and others.
12. May supervise student employees and direct the work of short-term, non-continuing (STNC) employees.

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KNOWLEDGE OF:

1. Fundraising, philanthropy, community engagement, marketing, communications, and fund development strategies and methods in an institution of higher learning and/or non-profit environment.
2. Fundraising database software, data segmenting and analysis.
3. Photo/design software application utilization.
4. Social media platforms.
5. Word-processing, spreadsheet, calendar/scheduling and presentation software programs.
6. Interpersonal skills using tact, patience and courtesy.
7. Oral and written communication skills.

ABILITY TO:

1. Develop and maintain a strong donor engagement and annual giving program.
2. Proven ability to manage events or projects with multiple stakeholders
3. Creative writing, accurate editing and production design skills.
4. Collaborate productively and cooperatively with individuals and groups both internally and/or externally.
5. Strong public presentation and speaking skills.
6. Project management skills with ability to meet deadlines and manage multiple tasks.
7. Demonstrate a professional demeanor, excellent communication skills, collaboration, intellectual curiosity and ability to work successfully with diverse populations.
8. Plan and organize work and meet schedules and deadlines.
9. Exercise sound judgment; demonstrate sensitivity to, and respect for, diversity, equity, and inclusion.

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 the supervising administrators, in coordination with the department where the vacancy exists, if needed.)

EDUCATION:

Bachelor's Degree in communications, marketing, nonprofit management, or a related field

EXPERIENCE:

Minimum of 3 years of experience in fundraising, donor relations, marketing, or event coordination, or related fields, preferably in an educational or nonprofit setting.

SANTA ROSA JUNIOR COLLEGE COMMITMENT:

All classifications require a commitment to the District's Vision, Mission, Values, Goals and Objectives as articulated in the [Strategic Plan](#).