



## **Communications and Donor Services Associate**

### **About the Springfield Foundation:**

The Springfield Foundation is a not-for-profit public charity whose mission is to build and hold a permanent, charitable endowment for the community's changing needs and long-term benefit. Since 1948, the Springfield Foundation has provided individuals, families, and organizations with a low-cost, professionally managed mechanism to achieve their charitable goals. The Springfield Foundation receives and invests charitable gifts and administers them as permanent charitable endowment funds, which distribute income for educational scholarships and grants to local non-profit organizations. Throughout the Springfield Foundation's history, donors of both modest and substantial means have contributed gifts to provide Clark County with a permanent source of charitable capital to help meet the community's changing needs, now and for generations to come.

**Position:** Communications and Donor Services Associate

### **Position Description**

The individual in this role is responsible for executing the marketing and communication endeavors for the Foundation. Their primary responsibilities involve implementing the Foundation's marketing plan, including newsletters, social media, and collateral materials, along with the creation of donor-related and/or development related communications, public relations, research, and special events. They assist with donor services and perform administrative duties supporting the marketing and development department.

### **Principle Responsibilities**

- Implements an annual, comprehensive marketing plan that creates community awareness of the goals and objectives of the Foundation.
- Works across departments to gain relevant knowledge and content.
- Evaluates the effectiveness of the marketing plan by tracking engagement and provides insight for improvement.
- Creates materials that reflect and enhance the Foundation brand including digital, print, email and mailed correspondence, website content, promotional items, partnerships, press releases, etc.
- Serve as the main point of contact on social media by responding to messages, comments, etc.
- Implements marketing plans for special events, including anniversary celebrations, new initiatives, key changes at the Foundation, etc.
- Maintains a marketing budget.
- Maintains master content calendar of all marketing efforts.
- Assists with donor stewardship and cultivation, by preparing reports on donor gift making and legacy gift intentions, etc.

- Assists with donor services including drafting fund agreements, supporting donors using the online portal, etc.
- Assists with administrative responsibilities within the Marketing and Development department.
- Other duties as assigned by the Director of Marketing and Development or the Executive Director.

### **Qualifications**

Has effective oral, written and interpersonal communication skills and the ability to work quickly to learn the “voice” of the Foundation. Has experience across all social media platforms. A working knowledge of Windows and Microsoft Office Suite applications is required. Graphic design experience preferred. Ability to work independently while managing multiple projects. Bachelor's degree required.

The Communications and Donor Services Associate salary range is \$50,000 to \$55,000 annually.

Benefits offered by the Springfield Foundation to employees include medical, life and disability coverage, paid time off (paid holidays, vacation, sick leave), 401(k) plan with employer contribution, and parking.

To apply, send letter of interest and resume to Sarah McPherson, Director of Marketing and Development, at [sarah@springfieldfoundation.org](mailto:sarah@springfieldfoundation.org) by May 15, 2024.

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***The mission of the Springfield Foundation is to raise, strengthen, and distribute permanent charitable funds to benefit Clark County.***

The Springfield Foundation is an equal opportunity employer.