

City of Salem
CLASS SPECIFICATION

CLASS. TITLE:	Resource Development Coordinator	CLASS. CODE: 0333
DEPARTMENT:	Community Services	FLSA: E
REPORTS TO:	Recreation Supervisor	DATE: 7/1/2002

Job Summary:

Responsible for raising funds to support the operations and capital improvement projects at the Senior Center through grants, fund raising events, direct mail, business sponsorships and a planned giving program.

Essential Job Functions

(All functions may not be performed by all incumbents.)

1. Plans, organizes and implements the annual appeal direct mail campaign and kick off event. Secures volunteer leadership, prepares print material, identifies and oversees the mailing lists, prepares reports and statistics after the campaign and develops the budget and sponsorship support for the event.
2. Plans and organizes all aspects of special event fundraising, identifies and solicits volunteers, arranges all details of the event(s), oversees the accounting of event revenue, prepares statistics and reports and oversees mailing list identification.
3. Identifies and solicits individuals and businesses for donations, develops a solicitation strategy, identifies funding needs and prepares all written correspondence to donors.
4. Researches, identifies and secures outside grant funding from federal, state and local foundations for support. Writes letters, proposals and grant applications, conducts research and maintains files.
5. Writes all press releases and public service announcements and submits to local and surrounding area newspapers and radio stations.
6. Cultivates a relationship with local media and businesses for greater visibility, recognition and understanding of the center's services.
7. Provides clerical support for the Friends of the Salem Senior Center including the preparation and mailing of the monthly agenda and minutes.
8. Assists in the selection of Board members, prepares legal documents for Board approval, plans annual fundraising plan and maintains the membership database.

Important Job Functions

1. Attends meetings and various training seminars and conferences as required.
2. Performs other duties as required by supervisor.

MATERIAL AND EQUIPMENT USED:

- Desktop computer
- Calculator
- Miscellaneous office automation equipment, i.e. – fax, phone, copier, etc.

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MINIMUM QUALIFICATIONS REQUIRED:

Education and Experience:

Bachelor's degree from an accredited college or university in business or a related field;
and,

Four (4) years of experience in a related field; or,

Any combination of education, experience and training which provides the required knowledge, skills, and abilities to perform the essential functions of the class.

License(s) and Certification(s):

- None required

KNOWLEDGE AND ABILITIES:

Knowledge of:

- Knowledge of methods, principles, and techniques for conducting advertising, public relations, sales, or fund raising campaigns.
- Research methods, techniques and procedures necessary for grant writing.
- Budgeting and governmental processes and procedures.
- Fund raising methods and the ability to implement plans.
- Contemporary office practices and procedures and basic office software products.

Ability to:

- Organize and carry out a fund raising campaign.
- Communicate effectively verbally and in writing to a wide range of individuals.
- Speak and present effectively in front of large groups.
- Work independently and make decisions with minimal supervision.
- Comprehend and apply concepts for enhancement and efficiency of department and general operations.
- Establish and maintain effective working relationships with individuals, coworkers, other agencies and the public.
- Maintain required work hours and attendance.

Physically able to:

- Sit, keyboard, write, hear and speak for extended periods.
- Stand frequently for extended periods.
- Lift up to 20 pounds.

The above statements are intended to describe the general nature and level of work being performed by employees assigned this classification. They are not to be construed as an exhaustive list of all job duties or roles performed by personnel so classified. It is as well intended to be compliant with the Americans with Disabilities Act.