

**Habitat for Humanity East Bay
Fund Development Coordinator
Position Description**

Date: June 2010
Reports to: Development and Marketing Manager

Department: Development and Communications
Classification: AmeriCorps, VISTA

HFH East Bay Mission Statement

HFH East Bay's mission is to create successful homeownership opportunities for families with limited incomes by building sustainable housing and revitalizing neighborhoods.

Position Purpose

The Fund Development Coordinator (FDC) will be responsible for increasing Habitat East Bay's awareness in the community through outreach, marketing and public relations campaigns. Create new systems to cultivate existing donors and recruit new donors, resulting in additional revenue from individuals to support housing construction and affiliate operations.

Specific Duties and Responsibilities

- The VISTA will create new e-philanthropy and e-marketing programs for Habitat East Bay using the web and social networking sites to increase awareness, communication and ultimately donations to Habitat East Bay.
- The VISTA will assist in creating marketing materials campaigns, including written work for newsletters and fundraising appeals, video content for online campaigns, and graphic work.
- The VISTA member will develop and strengthen the speaker's bureau and proactively coordinate speaking engagements across the entire service area at faith communities, community and service organizations, and corporations to build stronger community alliances and assist in resource development.
- The VISTA member will assist with Habitat East Bay's annual Earth Day Build-A-Thon creating a new fundraising training program encouraging volunteers to raise sponsorships for the event.
- The VISTA will help create a new system to educate volunteers about the need for funding and thus work to convert volunteers into donors.
- The position also includes gift processing and donor appreciation, donor recognition program, prospect research, donor profiling, and participation in donor cultivation events.
- Network with other Habitat affiliates on fundraising practices and marketing/PR efforts.
- Maintain HEB's collateral package (both print and electronic) for use by all staff to promote HEB's events, campaigns, and programs (including ReStore). Manage inventory of logo gear and giveaways.
- Assist in the maintenance of HEB's website and production of eCampaigns.

Events

- Assist HEB with the planning and implementation of donor recognition / cultivation events, including the annual Executive Build.
- Assist with the planning and implementation of other Habitat East Bay events (tours, informational activities, fundraising events, etc.) that could be used as tools to cultivate major donors and donor prospects.

Management

- Manage Speakers Bureau
- Manage office volunteers and other ad hoc volunteers
- Work with consultants / graphic designers (volunteers or paid) as necessary

Education, Experience, Knowledge, Skills, and Abilities

- Exceptional writing and editing skills, particularly the ability to translate complex issues into clear, simple ideas to tell a story; strong command of the English language
- Excellent verbal communications skills with the ability to make dynamic group presentations
- Strong planning and organizational skills, including the ability to anticipate tasks, set priorities, meet deadlines and function smoothly under strict deadlines and shifting priorities
- High-level computer literacy; experience with a donor database program preferred.
- Ability to maintain detailed, confidential information and records.
- Some graphic design and website design/HTML skill preferred; experience with social networking websites; ability to manage graphic designers
- Strong team player as a member of fund development and communications department that also works well independently

- The capacity to develop and maintain positive and productive relationships with vendors, donors, volunteers, Board of Directors and staff
- Commitment to affordable housing and Habitat East Bay's mission.

Work Environment/Physical Requirements

HFH East Bay's office is located on the second floor of a building with no elevator. No other physical requirements.

Note: This document describes typical duties and responsibilities and is not intended to limit management from assigning other work as desired.

Compensation

- AmeriCorps living allowance: \$11,400
- Monthly rent subsidy: \$200
- Segal Education Award: \$5,350
- Health insurance coverage

Habitat for Humanity East Bay's Anti-Discrimination Policy

Habitat for Humanity East Bay is an equal opportunity employer. It is the policy of HFH East Bay to provide equal employment opportunity for all applicants and employees and equal housing opportunity for all homeowner applicants. HFH East Bay does not unlawfully discriminate on the basis of race, color, religion, sex (including pregnancy, childbirth and related medical conditions), national origin, ancestry, age, medical condition, physical disability, veteran status, marital status, sexual orientation, familial status, Acquired Immune Deficiency Syndrome (AIDS) or AIDS related condition (ARC), mental disability or any other basis prohibited by law.