



Job Title: Marketing & Development Coordinator

Status: Part-Time

Summary: Camptown's Marketing & Development Coordinator is supervised by the Development Director and supported by the Development Manager. This position supports the annual fund by implementing the Marketing Plan, providing administrative support, and participating in fundraising activities as assigned.

Marketing

- Implements social media plan by creating and scheduling content across all platforms (Facebook, Instagram, X, LinkedIn, Google Business, etc.)
- Updates website with blog posts, donor quotes, and event related copy
- Creates and sends monthly emails and supports Development Manager in creation of bi-annual email newsletters
- Compiles high quality program photos and videos to improve brand imagery
- Creates and orders branded promotional materials such as giveaways, apparel, collateral, etc.
- Assists with Capital Campaign materials as needed
- Leads Camptown "Beyond the Trail" podcast production

Development

- Assists with fund development through thank-you calls and acknowledgement letters as requested
- Develops and sends bi-annual donor postcards

Events

- Design event related marketing materials including sponsorship kits, social media content, flyers, etc.
- Assists with all other duties as assigned for fundraising events including the dinner, golf, trivia, cultivation, etc.
- Solicits auction/raffle/prize items and acknowledges donors as needed
- Attends community engagement events such as volunteer fairs, job fairs, etc. to grow network of support

Administrative

- Answers and directs phone calls when in office
- Assists in the compilation of program evaluation statistics

Education and Experience: Bachelor's degree in related field preferred. Experience in fundraising or relationship management is preferred. Experience with or interest in supporting youth in the outdoors. Preference will be given to Lilly School of Philanthropy students.

Computer Skills: Ability to use computer applications such as e-mail, Google Suite, MSWord, Excel, PowerPoint and Canva. Preferred: experience with podcast production.

Language Skills: Ability to read and comprehend simple instructions, correspondence and memos. Ability to write action plans and simple correspondence. Ability to effectively present information one-on-one and in small group situations to client partners, existing and prospective sponsors, Camptown Board of Directors, volunteers, and other employees as necessary.

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to sit, talk or hear. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Other requirements: A valid Indiana driver's license with a good driving history is required. Complete successful criminal background and drug testing.

Employee Signature: _____ Date: _____