



Monterey Jazz Festival

JOB DESCRIPTION: DEVELOPMENT & MARKETING COORDINATOR

GENERAL DESCRIPTION

Under the direction of the Marketing Associate and Director of Strategic Relations and in collaboration with other staff, the Development & Marketing Coordinator will perform a variety of duties essential to furthering the fundraising and marketing goals of Monterey Jazz Festival and its educational programs.

PRIMARY DEVELOPMENT RESPONSIBILITIES

- Facilitate donor record-keeping and data input using development tools and databases;
- Handle gift processing and acknowledgements; and prepare gift reports and donor honor rolls;
- Coordinate direct mail for all appeals including: drafting and disseminating correspondence, generating mail merges, working with mail house and other vendors, ordering supplies, assigning appeal and mail codes, and conducting follow-up calls;
- Conduct prospect research and/or wealth analysis on individuals and corporations;
- Facilitate grant proposals and reports for foundations, corporations, government agencies and individuals, including: maintenance of grants tracking calendar and management of deadlines and requirements; gathering information from multiple departments, assisting with drafting of grant reports and proposals; assembling and coordinating electronic and hard copy mailings to corporate/foundation funders; and working with other contracted grant writers as needed;
- Organize guest lists, fundraising activities, decor, catering etc. for special events as assigned including: Ambassador and alumni receptions, Jazz Legacy Circle and other donor events;
- Assist Director of Strategic Relations in organizing annual MJF Jazz Legends Gala for 400 attendees each September; work with Gala Committee to design, plan and execute event, including all guest lists, fundraising activities, event volunteers, and catering/venue needs;
- Coordinate production of development department collaterals, e.g. (event invitations, event signage, mailed solicitations, gift acknowledgement letters, newsletters, social media, etc.), working with the marketing department as appropriate;
- Assist the Director of Strategic Relations with the management of the Brand, Marketing and Community Engagement Committee and any sub-committee meetings, including scheduling meetings, recording meeting minutes and disseminating timely communications, providing support to committee members and following up on their assignments as necessary;
- Participate in developing individual donor strategy, identification, cultivation, solicitation and stewardship;
- Coordinate and Supervise activities of any Development interns and volunteers;
- Assist with special projects as assigned by the Director of Strategic Relations and Executive Director.

PRIMARY MARKETING RESPONSIBILITIES:

- Create and implement social media plan in support of marketing goals including developing, curating and posting content on a variety of platforms;
- Track and analyze statistics for website on Google Analytics and social media platforms including Facebook, Twitter, Instagram, LinkedIn, and YouTube;
- Draft agendas, take minutes and schedule weekly marketing meetings;
- Provide coordination, support and proofreading for all marketing materials for Development Department, support coordination for all additional printed marketing materials including souvenir program and direct mail pieces;
- Support the Marketing Associate and Graphic Designer by generating lists for all MJF; correspondence, work with mail house and other vendors, order supplies, assign mail codes as needed to support the Marketing Associate;
- Be on-site for all special events, including Next Generation Jazz Festival in the spring and Monterey Jazz Festival in September to promote on social media in real time;
- Deliver quarterly reports with statistics and results to each account to the Marketing Committee;
- Review best practices, make recommendations for continuous improvement and look for ways to expand our presence across existing and future social media platforms.

REQUIREMENTS

- Bachelor's degree;
- Minimum of two (2) years' experience in fundraising, sales, special events or related fields
- Experience using fundraising software (Bloomerang, Blackbaud/Raiser's Edge, LexisNexis; Development Pro) or other CRM software;
- Proven knowledge of New Media;
- Proficiency using office equipment and computers, including software programs: Microsoft Office Suite -- Word, Excel, and PowerPoint, Adobe Acrobat Reader, copier/fax/scan, and phone systems). High degree of comfort and familiarity with Excel is critical;
- Excellent written and verbal communications skills: high degree of customer service;
- Accuracy and strong attention to details; uses judgment, discretion and maintains confidentiality with respect to donor and organizational information;
- Ability to manage multiple and changing priorities;
- Comfortable taking direction and working independently; collaborative colleague;
- Able and willing to work irregular hours, including occasional weekends and evenings;
- Proactive task-master and problem solver with strong sense of humor and interest in jazz;
- Willingness to learn more and serve the MJF community of supporters;
- Position is based at the Monterey Jazz Festival corporate office located in Monterey, Calif.

PREFERRED

- Experience with grant writing and management;
- Experience managing social media platforms (Twitter, Instagram, Facebook) for business or organization;
- Photography and video skills.

If interested, please send resume and cover letter to: Elizabeth Welden-Smith, Director of Strategic Relations, elizabeth@montereyjazzfestival.org