



## New Mexico Foundation Job Description

Title: Marketing and Data Management Coordinator
Reports to: Development & Operations Director
Location: Santa Fe, NM
Exempt/Non-Exempt status: Non-Exempt, full-time, minimum of 32 hours per week

### **Summary:**

The Marketing & Data Management Coordinator works directly with the New Mexico Foundation's (NMF's) Development and Operations Director to support the Foundation's Development Plan and to manage data and records for NMF.

### **Responsibilities:**

- Provides timely customer service when responding to donor requests for information
- Supports reporting and tracking for Donor Advised Funds and Fund Holders, if needed
- Maintains NMF donor records through donor management or other database programs
- Prospect and Donor Research: Conducts research on prospective donors, using online and database research tools
- General: Works as a team member to ensure effective operations in support of fundraising efforts for NMF. Demonstrates cooperative behavior with supervisors and coworkers. Assists with special projects as needed
- Coordinates and initiates donor research, "data mining" and other forms of analysis using donor research software as well as other online platforms
- Enters gifts daily into Raiser's Edge
- Sends out donor acknowledgement letters within one week of gift receipt

### **Marketing**

- Manages NMF's social media marketing and advertising by overseeing the foundation's content-related assets
- Creates high-quality original written and visual content, e.g. 40<sup>th</sup> Anniversary, Annual Report, and Annual Appeal
- Updates the NMF webpage and social media postings
- Oversees communications, to include email blasts, scheduled e-newsletters, announcements, annual report, and event invitations by writing content, designing, and integrating contact information from donor software
- Creates artistically consistent digital and print material following NMF graphic standards
- Identifies the best media outlets for promotional strategies

### **Education/Experience Requirements:**

The requirements listed below are representative of the knowledge, skill, and/or ability required.

- Bachelor's degree or higher educational training
- Ability to write clearly and accurately
- At least 5 years of professional administrative experience, preferably with nonprofit organization(s).
- Proficient in the use of Microsoft Office programs
- Experience: Data Management in a nonprofit organization preferred
- Communication Skills: Excellent interpersonal, verbal, and written communications skills Superior and proven customer services skills, including experience in writing customer-oriented policy and procedure documents
- Technology Skills: Internet competency and strong computer proficiency, proven experience with Blackbaud's Raiser's Edge or similar software, with a willingness and ability to learn appropriate database, spreadsheet, and other computer programs. Advanced proficiency in Donor management or other database software. Proficiency in the use of Microsoft Office programs
- Teamwork & General Skills: Ability to follow directions. Ability to work well independently and as team member. Ability to take initiative and follow tasks through to completion.

### **Qualities:**

- Highly motivated and able to take initiative
- Able to work independently
- Excellent communication and organizational skills
- Experience and sensitivity to the needs and expectations of a multi-cultural work environment
- Excellent phone manner and electronic communications skills (i.e., email)

### **Benefits:**

- Competitive salary, based upon experience
- Competitive benefit package

### **Equal Opportunity Employment**

NMF is committed to Equal Employment Opportunity. It is our policy to encourage and support equal employment opportunity for all associates and applicants without regard to gender, age, race, color, creed, religion, national origin, ancestry, citizenship, sexual preference or orientation, gender identity, spousal affiliation, marital status, military/veteran status, handicap or disability or membership in any other protected group.

### **Americans With Disabilities Act**

Applicants as well as employees who are, or become, disabled must be able to perform the essential job functions either unaided or with reasonable accommodation. The organization shall determine reasonable accommodation on a case-by-case basis in accordance with applicable law.

*Disclaimer: The above information indicates the general nature and level of work performed by this position. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this position. NMF has the right to revise this position description at any time. This position description is not a contract of employment and does not alter employee's at-will employment status.*