



Position title: Development and Marketing Coordinator
Reports to: Director of Development & Marketing
Career Level: P1 or U2

Join an innovative team working together to help give students the skillset and mindset to build thriving communities. JA of North Central Ohio (JANCO) offers a flexible working schedule, a modern state of the art office, benefits including PTO, paid holidays, health insurance, a 401k match, mileage reimbursement for most work-related travel, and potential for an organization-wide bonus.

POSITION CONCEPT:

The Development Coordinator will play a key role in planning and executing various fundraising and programmatic events, managing donor relations, securing sponsorships and in-kind support, and ensuring the smooth coordination of our program events and initiatives, as well as coordinate marketing and communication strategies across JANCO's 16 county footprint.

Primary Responsibilities

DEVELOPMENT and SPECIAL EVENTS

- Golf Outings Coordination: Plan and execute two annual golf outings in Canton and the Western District, including coordinating logistics, securing sponsorships and in-kind donations, managing registrations, and overseeing day-of event operations. Lead the golf committees, guiding volunteers and team members in their roles and responsibilities to achieve fundraising goals and event success.
- JA Inspire Events Management: Coordinate all logistical details related to four JA Inspire and related events including JA Here to Career site management and updates, sponsor activation, managing venues and logistics for the events, securing in-kind support, and ensuring smooth execution and a positive experience for all participants. Take the lead on business communication and coordination relative to JA Inspire, liaising with corporate partners, sponsors, and stakeholders to ensure alignment and success of the program.
- Stark Tank Coordination: Support the JA Company Program manager on the logistical planning and execution of Stark Tank business pitch competition, ensuring effective communication and coordination between the program team and development team to align plans and maximize impact.
- Annual Advocacy Day Coordination: Support the President and JA's lobbying firm as needed with the annual advocacy day in Columbus, including planning schedules, arranging meetings with legislators, and organizing advocacy materials.
- Donor Relations Assistance: Assist the development team with other donor relations matters, including managing pledges, donor stewardship activities, and cultivating relationships with supporters.
- Maintain all event-related data within Junior Achievement's D365 database and related planning documents, ensuring accurate and organized records for efficient event planning and analysis.
- Maintain inventory and care of all event related equipment, supplies and materials.
- Help ensure budgets for all events are adhered to with accurate tracking of revenue and expenses.

MARKETING and COMMUNICATIONS

- Plan and maintain a quarterly communications calendar, ensuring consistent messaging across all channels, including digital marketing, print, advertising, direct marketing and annual appeals.
- Design and update marketing materials annually for the development and program teams, including brochures, flyers, posters, digital graphics, and presentations. Ensure consistent branding and messaging across all materials.
- Work closely with the development and program teams to ensure consistent branding and messaging across all marketing collateral, events, and initiatives. Maintain brand standards and guidelines to uphold JA's identity and reputation.
- Assist in the development and execution of digital marketing campaigns, including social media, email marketing, website content, and online advertising. Monitor and analyze campaign performance metrics to optimize results.

- Build and maintain a repository of email templates for outreach and engagement purposes. Develop templates for various communication needs, including event invitations, newsletters, fundraising appeals, volunteer recruitment, and program updates.
- Assess and improve donor outreach and stewardship materials, including annual appeal letters, donor thank you letters, and other donor communications as needed, ensuring consistency, clarity, and effectiveness in conveying Junior Achievement's mission and impact to donors.
- Determine and track key performance indicators (KPIs) pertinent to marketing and communications efforts, encompassing earned media, social media followership, and other relevant metrics.
- Prioritize tasks and projects effectively, balancing multiple responsibilities and deadlines to meet organizational objectives and goals.
- Maintain/update JA Here to Career Business records as related to JA Inspire partners.

Skills and Qualifications

- Bachelor's degree in a related field
- Previous experience in non-profit fundraising and or event planning.
- Strong relationship management skills with the ability to work with a variety of constituents, including C-Suite executives, corporate sponsors, special event committee members, vendors, volunteers, and participants.
- Excellent organizational skills with the ability to manage multiple projects simultaneously.
- Detail oriented and able to maintain accuracy in a fast-paced environment.
- Proficiency in Microsoft office, Canva and ability to learn JA specific technology.
- Ability to work independently and in a team environment.
- Ability to multi-task and adapt in a fast paced frequently changing environment.

About Junior Achievement

Junior Achievement's (JA) mission is to inspire and prepare young people to succeed in a global economy. JA is the world's largest organization dedicated to educating young people on financial literacy, workforce readiness, and entrepreneurship through programs taught by trained corporate or community volunteers in schools and at after-school sites throughout the world. Together with our school, business, and community partners, Junior Achievement of North Central Ohio draws on its 70+ year history to prepare today's youth for the workforce of tomorrow.

Corporate Culture Statement

We hire the best people, not just the best talent. We work together as one team to deliver our mission. We treat each other with respect, communicate clearly, value diverse opinions, and challenge the status quo on our quest for continuous improvement. We value our people and offer them competitive compensation/benefits, schedule flexibility, and purposeful professional/personal development opportunities. We treat all our stakeholders as important contributors to our goal of delivering on our mission to inspire and prepare young people to succeed in a global economy. JA provides equal employment opportunities for all applicants. We do not discriminate against any individual or group of individuals on the basis of age, color, disability, gender, national origin, race, religion, sexual orientation, or veteran status. We encourage applications from candidates who can complement our diversity, equity, accessibility, and inclusion work by offering unique perspectives and understanding of issues impacting groups that have been traditionally under-represented in the field.

The above position description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related duties required by their supervisor. This document does not create an employment contract implied or otherwise, other than an "at-will" relationship.