



Each Child. Every Community. Ready for School and Life

**Job Description**  
**Wake County Smart Start**

**Job Title:** Communications & Development Coordinator      **Reports To:** Director of Advancement

**Classification:** Non-Exempt, Full Time      **Department:** Community Relations and Development

**Effective Date:** January 2, 2025      **Salary Grade:** 5

**Approved By:**       **Job Family:** Professionals  
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**Position Summary**

The Communications & Development Coordinator will be an integral part of the CRD Team and reports directly to the Director of Advancement. This position is responsible for collecting, analyzing, and applying data to the daily operations both to increase revenue potential and recruitment to improve individual cultivation with a brand awareness lens. The ideal candidate will raise community awareness surrounding our funding needs and support WCSS' vision of preparing children ages 0-5 for success in school and life.

**Essential Duties and Responsibilities**

The major areas of focus for this position include the following. Other duties may be assigned:

- Demonstrate and communicate a deep understanding of the agency's mission, values, and vision.
- Understand and adhere to the highest standards of ethical fundraising practices, maintaining confidentiality and a high degree of accuracy in donor records.
- Create strategy and content for social media platforms.
- Create and update content for the WCSS website.
- Serve as database manager to the Customer Relationship Management (CRM) software driving process, ensuring accuracy and overall team utilization, board reporting, and maintaining donor records.
- Track, report, and utilize data to evaluate website performance and the effectiveness of marketing and fundraising campaigns.
- Coordinate external communications and marketing in collaboration with the CRD team.
- Support community and fundraising events to increase support for WCSS' mission.
- Steward donors by creating timely donor acknowledgments and gift recognition disbursement.
- Other duties as assigned.

**Coordinating and implementing external communications and marketing, in collaboration with the Director of Advancement and the Communications Manager including:**

- Gather impact stories that underscore the value of early childhood programs.
- Support development of communications and marketing plans.
- Lead the collaboration across departments to write and distribute online newsletters and e-asks, maximizing distribution.
- Will serve on the Outreach Team and participate in various departmental team meetings to ensure effective communication within the organization.
- Provide administrative support for the Board of Director's Advancement Committee.
- Lead staff training on social media, website updates, and other content-creation opportunities.
- Coordinate staff needs for website changes, e-newsletters, social media, and other online content.
- Create collateral production for print and digital materials.

**Coordinating donor relations, tracking and evaluating data, including:**

- Analyze data from the Customer Relationship Management Software, social media, iContact, Constant Contact, Website/Google Analytics, and other tools to evaluate marketing effectiveness.
- Create thank you emails and acknowledgements that engage donors.
- Identify trainings and resources that foster best practices and grow social media engagement.
- Become the subject matter expert on our donor data and CRM.
- Reconcile data with the business/finance department.
- Prepare monthly and weekly fundraising reports, mailing queries, and other reports needed to support donor management and stewardship.

**Coordinating development and communications volunteer engagement including:**

- Steer the volunteer recruitment strategies and coordination, including recruitment and volunteer database management with a focus on cross-departmental collaboration.
- Serve as first point of contact for inquiries and redirecting to appropriate department.
- Support community outreach and fundraising events by being present at events as time permits.
- Manage the execution of donor stewardship for the team, including managing board/staff thank you calls and/or notes, stewardship events, and in-house meetings.

The Coordinator will assist with administrative tasks like POs, renewing platform subscriptions, invoices, photo storage, taking photographs at CRD and staff events and sometimes outreach events, uploading documents to Issuu, SharePoint file storage organization, etc.

**Supervisory Responsibilities:** None.

**Qualifications:** To perform this job successfully, the individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

**Education and/or Experience:** Bachelor's degree in communications, Marketing or related field from a college or university; and three (3) years related experience and/or training in nonprofit/public sector communications, social media engagement, donor relations, and volunteer management or equivalent combination of education and experience. The candidate is expected to have strong oral and written communication skills, social media/ website/WordPress management experience, data management, the ability to multi-task/manage multiple deadlines, presentation experience, and good systems management. Personal characteristics should include a results-oriented attitude, and the ability to critically evaluate and think creatively to solve opportunities with a team-centered mindset.

**Knowledge and Abilities:**

- Experience in being part of a team.
- Experience in building community relationships.
- Ability to work with diverse groups.
- Exhibits a passion for the well-being of young children in need, and a familiarity with education issues/initiatives.
- Ability to prioritize and manage multiple tasks requiring extensive follow-up and timely completion of all projects.
- Competency in setting up presentation equipment in various settings.
- Knowledge of effective marketing and communications.
- Thinks and works organizationally.
- Ability to think strategically and creatively.

**Computer Skills:** Proficiency in Microsoft Suite, and Customer Relations Management database skills. Ability to effectively and efficiently use email and Internet applications, including iContact newsletter management, Canva, Adobe Photoshop, and WordPress. Basic understanding of computer network management.

**Language and Communication Skills:** Strong oral and written communications skills to effectively communicate using diverse mechanisms/channels. Ability to speak Spanish not required but beneficial.

**Knowledge of culturally responsive practices and a commitment to incorporating a racial equity lens in communications, marketing, and fundraising.**

**Certifications, Licenses:** Valid driver's license

**Safety, Security and Confidentiality:** This position requires keeping complete confidentiality of all donor information and protecting the confidentiality of all files and records.

**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 regularly required to sit, speak and hear. The employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

**Work Environment:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. An individual in this position will be exposed to conditions typical of an office environment and the occasional outdoor community event.

This is a **hybrid position** with in-office meeting and task requirements. There is the ability to work remotely depending on the project schedule set by the supervisor. The position may require occasional work performed outside of standard office hours, including evenings and weekends.