

VENTURA COUNTY COMMUNITY FOUNDATION POSITIONAL DESCRIPTION

TITLE: **Marketing & Outreach Coordinator
Center for Nonprofit Management**

HOURS: **20-30 hours per week**

JOB DESCRIPTION: **Responsible for providing administrative support for all Center programmatic activities including library, technology center, open enrollment workshops and special events as well as outreach strategies to new and returning Center users.**

REPORTS TO: **Vice-President & Director, Center for Nonprofit Leadership**

SPECIFIC DUTIES:

1. Provide direct support and assistance to the Director of Programs with a focus on workshop registration, fee processing, materials management, logistics and coordination, day of event set-up and clean-up. Assist with workshop faculty coordination, introducing faculty at workshops and post-workshop follow-up.
2. Provide coordination of special initiatives including, but not limited to:
 - a. The Center's web and social media presence
 - b. Program implementation in Santa Barbara County
3. Provide assistance and support in library operations including the timely and accurate cataloguing of the collection, updating of reference materials, ensuring that subscriptions are current, and updating and enhanced inventory of consultants by core practice area and skill set.
4. Assist in the promotion of CNL programs by exploring new marketing and outreach opportunities. Increase awareness of CNL programs and workshops and increase attendance of CNL workshops with meeting reminders and follow up phone calls. Promote increased use of online registration system among workshop registrants
5. Assist in the constituent data collection and tracking processes (FIMS and Excel). Effectively capture library usage and workshop participants to understand better target markets.
6. Design and implement online surveys and outreach campaigns using Survey Monkey, Constant Contact and Greater Giving (online registration platform).
7. Draft and distribute Center electronic newsletter (Enews) which goes out twice a month to over 5,000 subscribers. Enhance Center web-based and social media platforms.
8. Provide orientation to Foundation Directory Online and general assistance to the public visiting the Center.

9. Provide administrative and general office support, including filing, copying and answering telephone.
10. Other projects and duties as assigned.

QUALIFICATIONS:

Flexible. Must be responsible, energetic, and personable with strong customer service skills. Must have strong organizational skills, pay close attention to details and excel in a team environment. Must be computer skilled, with knowledge of PCs and Microsoft Office suite of software. Must have a working familiarity with online marketing and outreach platforms including, but not limited to: Facebook, Constant Contact, SurveyMonkey and GreaterGiving. Must have strong writing skills including spelling, grammar and composition. Experience as administrative duties and/or program coordination preferred. Some experience in the nonprofit sector useful but not mandatory. Bilingual an asset. Job is expected to be developmental with room for growth for the self-motivated person.

HOW TO APPLY:

Please send a cover letter, resume and salary history to:

Dena Jenson, Vice-President & Director
Center for Nonprofit Leadership
djenson@vccf.org
or via mail to:
1317 Del Norte Road, Suite 150
Camarillo, CA 93010