



## **Marketing/Fundraising Coordinator**

### **About the Position (52 week contract)**

This front-line role provides an outstanding experience to connect, reach out and build potential donors through phone, email and mail communications, inspiring them to strengthen their support for Suomi Koti of Thunder Bay Inc. – Building Campaign. Often the first point of contact for donors and potential donors, this position shares program information and answers inquiries. Activities include accepting donations by phone, verifying donor information and coordinating stewardship activities. You will also look after data entry and data integrity for donor records in a database. Responsibilities include running reports, develop and maintain direct marketing activities, sending out marketing packages and, develop other fundraising activities. This is an excellent opportunity to be involved in the day-to-day activities, grow your marketing and fundraising skills.

Duties will be to enhance organizations image to the community. Collaborate with the Board of Directors and Property Manager to develop an annual fundraising plan that meets the organizational fiscal needs. Monitor progress against the plan and advise the Board Chair and Property Manager when adjustments to the plan are required. Collaborate in the development and implementation of policies, procedures, and guidelines pertaining to fundraising functions. Prepare a quarterly fundraising summary for the Board of Directors. Collect and analyze statistics, maintain records, and process data to determine return on investment. Keep current on fundraising strategies through professional development. Look for opportunities to customize/enhance fundraising initiatives. Assess local needs, conditions and historical results, and develop/recommend modifications to increase revenues. Identify, cultivate, and solicit donor prospects including planned giving and bequeaths. Actively identify new opportunities for relationship building with potential donors. Research opportunities for funding through foundations and corporations and prepares grant applications. Prepare and distribute personalized written materials, including: reports, presentations, newsletters, cover letters, thank you notes etc. Develop and maintain relationships with potential donors and community partners. Provide Property Manager with monthly board report of all marketing and fundraising activities. Provide Property Manager with annual budget for any costs related to Marketing/Fundraising Coordinator position and the Building Campaign.

Act as the liaison between Suomi Koti of Thunder Bay Inc. and local media as directed by the Public Relations Committee. Develop written press releases for key events. Facilitate press conferences and media advisories when necessary. Create, implement and manage a social media marketing campaign for the Building Campaign.

## About You

- You know how to influence donors, have incredible communication skills and can quickly build rapport while sharing your passion for our vision and mission
- Strong computer and software skills are integral to this role
- Excellent social media skills required
- Highly organized, able to multi-task, accurate with the ability to meet deadlines, you are effective and efficient with high volume and competing priorities and be able to work flexible hours
- High level of responsiveness, creativity, engagement, negotiating and influencing skills
- As a results-oriented individual, you will show initiative, make on-going recommendations for continuous improvement and be passionate about delighting our donors.
- University or college graduate who has graduated with the last three years from an accredited college or university. Must hold either a degree or a diploma in relevant field of study.
- Have not had full-time employment in your field of study.

Please send resume to the attention of Ron Oja, Board

Chair email: [suomikoti@tbaytel.net](mailto:suomikoti@tbaytel.net)

or mail to: Suomi Koti of Thunder Bay Inc.

527 County Boulevard  
Thunder Bay, ON P7A 7X9

or fax: (807) 768-0283

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