

**Position Title: Development & Communications Coordinator**

**Reports To:** Executive Director

**Hours:** 40 hours per week 401K, PTO, stipend for healthcare

**Status:** Regular Full Time, Exempt



**Position Summary**

The Development & Communications Coordinator plays a key role in advancing Literacy Green Bay's mission by supporting donor engagement, communications, and community outreach. This position is responsible for coordinating the organization's external communications, cultivating relationships with new and low- to mid-level donors, managing annual appeals, and leading events and community engagement activities.

A large part of Literacy Green Bay's programming is funded through federal and community grants. The organization is now at a point where it is diversifying and building a more solid and well-rounded fundraising strategy, which annual giving is a critical component of. This role will work closely with the Executive Director to execute tactics to support the goal of raising \$300,000 annually. This role has a unique opportunity to build an annual giving and communications plan from the ground up and make a lasting impact.

The ideal candidate is a strong communicator, a self-starter, highly organized, creative and passionate about nonprofit work, relationship building and the community we live in.

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**Key Responsibilities**

**Donor Relations & Fundraising**

- Manage and implement communications and stewardship for low- to mid-level donors, including thank-you letters, updates, and ongoing engagement to encourage increased giving levels.
- Develop and implement the journey campaign for new donors to encourage a second donation and become loyal donors.
- Identify lapsed donors and implement communications strategy with the goal of re-engaging their support.
- Grow and manage recurring giving including retention, consistency and new donor acquisition and stewardship.

- Support the planning, production, and execution of annual fundraising appeals (direct mail, email, and social media).
- Work with Office Coordinator to maintain accurate donor records in the CRM/database and assist with reporting, tracking, and donor segmentation. Coordinate donor acknowledgment and recognition efforts.

### **Communications & Marketing**

- Work with the Executive Director to develop and implement a consistent communications plan including goals and objectives.
- Develop and distribute a quarterly e-newsletter. Collaborate with program staff to develop impact stories and updates to engage donors and the broader community.
- Manage website and social media content to ensure consistent messaging and brand alignment.
- Create compelling written and visual materials for appeals, campaigns, and events.
- Support media relations and public outreach efforts.

### **Community Engagement & Events**

- Lead the organization's community engagement opportunities including donor gatherings and Literacy Green Bay's two major events (Annual Breakfast, Trivia Bee).
- Represent Literacy Green Bay at community events and build relationships with local partners, volunteers, and supporters. Promote speaking opportunities to program staff.
- Coordinate with Office Coordinator on event registration set up and tracking. Coordinate event communications, invitations and promotional materials.

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### **Qualifications**

- Bachelor's degree in communications, marketing, nonprofit management, or related field, or equivalent work experience.
- 2+ years of experience in nonprofit development, communications, or donor relations preferred.
- Excellent written and verbal communication skills with strong attention to detail.

- Proficiency with CRM systems (e.g., Bloomerang) and email marketing tools (e.g., Mailchimp, Constant Contact) is a plus.
  - Familiarity with social media management, website content updates, and basic graphic design tools (e.g., Canva, WordPress).
  - Strong organizational skills and ability to manage multiple priorities in a fast-paced environment.
  - A collaborative, mission-driven mindset.
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### **Compensation and Benefits**

- **Hours:** 40 hours per week, Monday – Friday. Some evening and weekend hours will be required.
  - **Compensation:** \$60,000 – \$65,000
  - **Benefits:** 401K, PTO, paid holidays and healthcare stipend
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### **To Apply**

Please submit a cover letter, résumé, with “Development & Communications Coordinator” in the subject line, to [kpaquet@literacygreenbay.org](mailto:kpaquet@literacygreenbay.org). Applications will be reviewed on a rolling basis until the position is filled.