



JOB DESCRIPTION

Position Title: Advancement Coordinator	Overtime Status: Full-Time, Exempt
Department: Advancement	Location: Albuquerque
Reports To: Chief Development Officer	Number of People Supervised: 0

POSITION PURPOSE

Primary Objectives: The Advancement Coordinator (AC) responsibilities include the strategic promotion of BBBS-CNM and its mission. Responsible for cultivating prospective new individual, corporate and community partnerships to generate volunteers and revenue for Big Brothers Big Sisters programs. This position develops new and manages existing partnerships that meet agency needs. The AC is responsible for meeting revenue goals to support the mission of BBBS-CNM, primarily through fundraising events and individual giving. This includes soliciting and securing: sponsorships; lead and matching gifts; teams and participants; and more. Event planning duties include arranging facility and logistics, food, support services, in-kind donations, volunteer/child recruitment, and meeting fundraising and ROI goals on each fundraising event, and other agency events as needed.

Key Elements of Fundraising: As part of the Fund Development team, the AC is responsible for planning and executing fundraising events, as well as maintaining a portfolio of individual donors. The AC conducts the annual Bowl for Kids’ Sake (BFKS), Discovery Festival, Match Makers Breakfast, and additional fundraising events, aligning with the BBBSA model, which includes soliciting donors, recruiting and managing fundraising teams to meet revenue goals, event logistics, and facilitating the event committees.

Key Elements of Outreach: The AC is responsible for achieving aggressive goals, delivering monthly, quarterly and annual outcomes in areas including, but not limited to: number of volunteer contacts, number of volunteers, new matches, active matches, and yield rates.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Advancement Planning and Account Management (15%)**
- Responsible for managing a portfolio of current accounts and acquiring new accounts.
 - Developing and implementing moves management plans for each client that engages them in the mission and vision of the agency.
 - Demonstrate a comprehensive understanding of the Big Brothers Big Sisters mission, outcomes and impacts, and a passion for delivering the message of the importance of youth mentoring. The AC will develop and deliver passionate and convincing presentations, using a full range of materials and methods as appropriate for the target audience. The AC will train other agency staff in the delivery of effective presentations, discounts, and more.
 - Develops and executes stewardship moves for each account.
 - Ensures all client moves are documented within databases and or other tools.

Volunteer Recruitment (40%)

- Meets aggressive volunteer (aka Big/Mentor) recruiting goals including:
 - Annual team goals
 - Monthly recruitment goals
 - Schedules and participates in regular volunteer recruitment moves each month (may include presentations, tabling, etc).
- Needs Assessment - regularly analyze and utilize the agency's geographic scorecard and demographic model, gathering input from all departments, to adjust efforts and focus to appropriately balance volunteer recruitment and youth outreach needs by both geography and by the current ratio of children participating in the program.
- Meets new volunteer/match and funding source goals
- Memorandums of Agreement - negotiates agreements with corporations, organizations, schools, churches and other partnerships that specify responsibilities, obligations and commitments of the volunteering organization to recruit, train and provide benefits such as time off to become a volunteer, BBBS specific discounts, in-kind donations, etc.
- Return on Investment (ROI) and Progress Analysis - In collaboration with the leadership, access MF reports on a weekly basis to track and evaluate ROI of recruitment and outreach efforts. Provide weekly, monthly and quarterly progress reports for both volunteer recruitment and other outreach efforts and forecast ROI on upcoming efforts. The yield rate is used to evaluate this section.
- Youth recruitment – recruit youth to serve as Littles in our Community-based and Site-based programs as needed.

Fundraising (30%)

- Meet annual fundraising goals for events fundraising, as well as corporate and individual giving. May include:
 - Guiding proposal writing process for assigned accounts,
 - Developing strategy for engaging donors
 - Developing portfolios for various campaigns
- Retaining previous sponsors/donors
- Acquiring new sponsors and donors
- Participation goals (BFKS Teams, Discovery Fest Students, etc...)
- Meets regular check-in goals for donor and stewardship moves.

Social media and other agency duties (5%)

- Develops and implements social media strategies utilizing Facebook, Instagram, Twitter, emails, etc. for volunteer recruitment, event advertisement/promotion (including match activities), and basic agency information
- Serves on at least one cross department committee and one agency party committee
- Works at least one non-advancement agency event

Event Planning (10%)

- Works with Executive Leadership to coordinate various fundraising events and volunteer recruitment campaigns throughout the year. Events and campaigns include but may not be limited to:
 - Bowl for Kids' Sake
 - Match Makers Breakfast
 - Annual Gala
 - Discovery Festival
 - 60 Men in 60 Days Recruitment Campaign
 - Bring A Friend recruitment campaign
- Work with Executive Leadership to manage the following for each event/recruitment campaign:
 - Update event manuals annually
 - Create and manage timelines, budgets, Table of Gifts (TOG), annual theme and more
 - Develop staff and board communication plan to elicit participation and celebrate successes for meeting set goals.
 - Coordinate and facilitate event committees
 - Schedule meetings
 - Prepare, update and distribute pre-meeting documents (see above documents)
 - Facilitate efficient meetings
 - Recruit volunteers to staff events
 - Coordinate event logistics:
 - Identify/secure venues or hosts as needed working with on-site contact
 - Coordinate food, drink, materials, vendors, etc.
 - Ensure adequate signage
 - Work with Executive Leadership and/or Marketing Consulting to develop and execute appropriate marketing plan
 - Process all invoicing in timely manner
 - Create Follow-up plan for each event:
 - Coordinate debriefing meeting with committee and other stakeholders post-event, produce written report, and put into action recommendations
 - Prepare/submit budget report with final numbers for expense and revenue
 - Provides recommendations for highest ROI on future events

Other duties as assigned**EDUCATION& RELATED WORK EXPERIENCE****Education Level: (minimum & preferred educational requirements necessary to perform this job successfully)**

Bachelor's Degree preferred

Years of Related Work Experience: (minimum & preferred related work experience necessary perform this job successfully)

3 to 5 years of successful sales, fundraising, event planning, customer service or grassroots campaign experience preferred.

TRAVEL REQUIREMENTS (LIST AS A % OF TOTAL WORK TIME)**75%**

SKILLS AND KNOWLEDGE		
	Required	Preferred
Goal-driven approach to work with a demonstrated ability to develop a rapport with individuals from diverse sectors.	X	
Demonstrated success in sales and project management.	X	
SKILLS AND KNOWLEDGE		
Persuasive written and face-to-face verbal communication skills with proven bottom-line results.	X	
Ability to successfully work in a team environment.	X	
Enthusiasm, positive sense of humor and can do attitude.	X	
Must own a car.	X	
Ability to be flexible in job duties and responsibilities in an ever-changing work environment	X	
Ability to speak a second language a plus.		X
Ability/willingness to work evenings and weekends, and travel across seven counties, as needed	X	

Core Competencies	High Performance Indicators
Creativity, Innovation and Initiative	Able to work independently, with a minimum of supervision while achieving aggressive outreach goals. Able to generate creative ideas to solve problems and improve work methods; apply novel approaches to improve or enhance results; collaborate with team members to share best practices and brainstorm creative approaches; assess situations to uncover new opportunities or overcome obstacles.
Customer Focus	Able to build strong working relationships with external customers; identify unexpressed customer needs and potential services to meet those needs; independently anticipate and meet customer needs; prioritize work in alignment with the needs of the customer; use knowledge of customer to improve own work results.
Gets Results	Able to demonstrate high personal work standards and a sense of urgency about results to meet goals and deadlines; maintain high performance by viewing failures as learning opportunities and rebounding quickly from setbacks or rejections; persist in the face of repeated challenges; accept responsibility for the outcomes of his/her own work.
Relationship Building	Able to build rapport and cultivate effective short and long term relationships with others; adjust own interpersonal approach to fit others' perspectives, needs, cultures, or styles; recognize the impact of one's behavior on others; utilize a range of internal and external networks and resources to meet job responsibilities and reach specific influential people.
Flexibility & Achieving Change	Able to adapt to shifting priorities in response to the needs of external clients; quickly recognize situations/conditions where change is needed; work to clarify situations where information, instructions, or objectives are ambiguous; support organizational change.
Influencing	Able to persuade and enlist others' support in accomplishing objectives; effectively "sell" benefits of service to others; use data, logic and/or customer testimonials to influence others; develop effective working relationships with others who can help promote acceptance of own ideas; use different influence approaches as appropriate.

Planning & Organizing	Able to create and execute a plan of action to meet targets; balance the need for long term planning with short term objectives; avoid wasting time and resources on tasks that yield low value; monitor the progress and impact of assignments.
Strategic Alignment	Able to align own work objectives with the organization's strategic plan or objectives; take organizational priorities into consideration when making choices and trade-offs in own work; act with an understanding of how the community drives/affects the business; maintain perspective between the overall picture and tactical details.
Valuing Diversity	Able to seek out and work effectively with others who have diverse perspectives, talents, backgrounds, and/or styles; contribute to a team climate in which differences are valued and supported; challenge any stereotyping or offensive comments; seek and respond to feedback from others about his/her own behavior that might be perceived as biased.

WORK ENVIRONMENT/PHYSICAL REQUIREMENTS
<i>(Describe any specific work place conditions and/or physical abilities that are related to and/or required by this job)</i>
This job requires an individual to be willing/able to travel across a seven county area, although the majority of services are located in Bernalillo County. The Advancement Coordinator must be willing/able to attend after-hours and weekend activities/events, and to carry banners, tables, chairs, IT equipment, and any other materials needed for recruitment activities. The Advancement Coordinator is required to spend the majority of their time in the field, as opposed to being in the office, conducting recruitment and volunteer orientation activities.

Equal Employment Opportunity

BBBS-CNM provides equal employment opportunities to all qualified individuals without regard to race, creed, color, religion, national origin, age, sex, marital status, sexual orientation, or non-disqualifying physical or mental handicap or disability.

Americans with Disabilities Act

Applicants as well as employees who are or become disabled must be able to perform the essential duties & responsibilities either unaided or with reasonable accommodation. The organization shall determine reasonable accommodation on a case-by-case basis in accordance with applicable law.

Job Responsibilities

The above statements reflect the general duties, responsibilities and competencies considered necessary to perform the essential duties & responsibilities of the job and should not be considered as a detailed description of all the work requirements of the position. BBBS-CNM may change the specific job duties with or without prior notice based on the needs of the organization.

ACKNOWLEDGEMENTS	
Creation Date: 4/27/2020	Revision Date:
Supervisor: I have approved this job description and reviewed with my employee.	
Signature:	Date:
Employee: I have reviewed this job description with my supervisor and acknowledge receipt.	
Signature:	Date:
CEO: I have approved this job description.	
Signature:	Date: