

Communications and Development Coordinator

Position Description

The Communications and Development Coordinator is a full-time, essential team member for the Women's Foundation of Arkansas (WFA). The Communications and Development Coordinator will be responsible for stewardship of key investors and stakeholders of the WFA, as well as assisting with the expansion of the organization's recognition and awareness. This is an opportunity for someone who is creative and passionate about advancing women and girls in Arkansas to flex their muscles in design, communications, event planning, fundraising, and in-house logistics. Ideal candidates are extremely detail-oriented self-starters who can demonstrate their effectiveness in verbal and written communication, digital content development, and working strategically in dynamic team environments.

Working closely with the WFA Chief Growth Officer, the Communications and Development Coordinator will be responsible for facilitating the organization's messaging, stakeholder engagement efforts, and fundraising logistics. The Communications and Development Coordinator will ensure that WFA stakeholders remain apprised of the organization's work while executing efforts to increase broad recognition of the WFA brand, especially across digital platforms including the WFA's social media pages, website, and e-communications. This position will coordinate details and sponsor benefits for major WFA events. The Communications and Development Coordinator will be a critical member of the small, passionate and impactful team that works to create economic security for women and girls in Arkansas.

Reports and Responsible To: Chief Growth Officer

Duties and Responsibilities

- Strategically manage and execute WFA's online presence
 - Work closely with all WFA departments to develop social media strategies for awareness and growth. This includes creating a comprehensive social media plan that includes general organizational awareness, fundraising efforts, promotion of programmatic initiatives, and communicating WFA's philanthropic impact across the state.
- Maintain the WFA website to ensure functionality and all information is accurate and up to date.
- Create and manage mass external communications (defined as communication to an audience of 50 or more people), including but not limited to emails through Constant Contact, surveys, website forms, etc. Also includes management of WFA's monthly e-newsletter.
- Keep up with current events and trends to create relevant and proactive communications messaging.
- In coordination with the programs team, share impact through storytelling, data, and testimonials.
- Adhere to WFA brand standards to design graphics, collateral and promotional materials to familiarize current and prospective donors with the organization's goals, activities, and impact to encourage investment in the WFA's work.
- Under the direction of the Chief Growth Officer (CGO), develop and execute

innovative ideas around donor acknowledgement, communication, and an engagement plan for regular correspondence to existing donor groups.

- Provide logistical support for digital and direct mail fundraising campaigns.
- Plan stewardship events for donor groups, including WFA Founders, Disruptors, Board Members, and members of the Advance monthly giving community statewide to expand awareness and increase support.
- Manage a benefits tracker to coordinate delivery of benefits for individual, corporate, and foundation donors, including sponsorship benefits for Power of the Purse, Girls of Promise Conference, and other sponsored initiatives.
- Design and facilitate large scale event branding, themes, and experience elements, including but not limited to stage sets, signage, participant interactive activities, etc.
- Manage development operations needs including weekly gift acknowledgements to donors, gift entry, annual tax statements, department credit card statements and monthly reporting for financial reconciliation.
- Oversee Power of the Purse, WFA's annual signature event that brings over 800 supporters together, by creating event theme and design, managing relationship with third party event planner, assisting with sponsorship asks and benefit fulfillment, and working with third party PR firm for promotion and marketing needs.
- Represent WFA as needed as events, speaking engagements and media appearances.
- Other duties as assigned.

Minimum Qualifications/Requirements :

Education

Bachelor's degree is preferred, but educational requirements are not a deterrent for individuals with experience, expertise, and desire to excel in this position.

Experience

- Project Management and/or related experience working in fast-paced, multi project environments
- Candidate must demonstrate ability to work in a professional environment, either through prior work experience or relevant volunteer roles
- Social media content creation, including copy, graphics, and video.

Skills

- Full Proficiency in Google Suite, Microsoft Office Suite, and ability to learn and navigate software such as, WordPress and Constant Contact
- Graphic design – ability to utilize or learn design software such as Canva, Adobe, or others to create basic graphics aligning with WFA's brand standards
- Excellent communication skills, including written and verbal. Strong presentation skills, with competence in public speaking and networking.
- Ability to prioritize workload, continually manage multiple tasks and meet deadlines
- Ability to interact and engage with stakeholders in all mediums (in person, by telephone, by email)
- Sound judgment and confidentiality
- Strong team player with ability to collaborate with staff
- Passion for gender and/or economic equity

- Highly adaptable in a small team, self-directed environment
- Problem-solving and critical thinking
- Superior organizational skills, including multitasking and time management
- Demonstrated experience in website and social media management.
- Commitment and desire to the WFA Mission and helping the organization achieve its goals and objectives.
- Ability to work outside a 9 to 5 schedule, some night and weekend work required depending on the WFA calendar.

Physical and Other Requirements

The position requires intermittent sitting, standing, bending and the ability to move freely throughout the buildings including using stairs. Must have visual and hearing acuity and clear speech to perform the job effectively.

Requires a willingness to work evenings and weekends, when necessary. Must have reliable transportation.

WFA's Commitment to Diversity

The Women's Foundation of Arkansas is committed to ensuring gender equity in the state of Arkansas, and we understand that there is no gender equity without racial equity. We are intentional in our efforts to ensure that all WFA initiatives, programs, and internal operating procedures are implemented with diversity, equity, and inclusion, in alignment with our strategic priorities.

Salary: \$43,000 - \$47,000

Benefits:

Flexible work schedule

Hybrid work environment

Retirement match (up to 5% after six months of employment)

20 PTO days per year, plus most major holidays

One-week winter office closure between Christmas Eve and New Year's Day

Summer four-day work week (Off on Fridays from Memorial Day to Labor Day) Free parking

Free gym onsite

Monthly phone stipend

Professional development opportunities

QSEHRA Health Reimbursement

Women's Foundation of Arkansas operating hours are Monday – Friday, 9am – 5pm. The Communications and Development Coordinator will be expected to work a full-time, 40 hour work week.

Application Process

To apply, please submit a resume, cover letter, and portfolio of relevant work samples to Whitney Scales, WFA Operations Manager, at wscal@womensfoundationarkansas.org.

Deadline for Applications: May 30, 2025 11:59pm