



DEVELOPMENT COORDINATOR JOB DESCRIPTION

Location: Chapel Hill, North Carolina

Supervisor: Chief External Relations Officer

Travel Requirements: Limited

ABOUT COLLEGE ADVISING CORPS

College Advising Corps (CAC) is an independent non-profit organization that works to increase the rates of college enrollment and completion among low-income, first-generation college and underrepresented high school students. We do this by placing well-trained, recent college graduates from our 25 partner universities as full-time college advisers in high schools across the nation. We believe that every student deserves the opportunity to enter and complete higher education and are committed to supporting students as they navigate the complex processes of college admissions, matriculation, and securing financial aid.

POSITION SUMMARY

In partnership with the Chief External Relations Officer and Director of Development, the Development Coordinator will play a critical role in supporting CAC's development and communications efforts. This unique opportunity is ideal for someone interested in gaining development and communications experience and strengthening their project management skills in an entry-level role.

DUTIES AND RESPONSIBILITIES

Cultivating Relationships: Support the Chief External Relations Officer's efforts to manage and steward investors. Prepare and send investment acknowledgement letters. Oversee CAC's Gratitude Campaign, a monthly outreach initiative in which advisers write thank you letters to supporters of our work. Coordinate and execute special mailings, including holiday cards and public relations campaigns.

Prospecting and Fundraising: Research and identify potential partners. Locate key contacts within our networks to facilitate connections and advance relationships. Identify fundraising opportunities for the organization, including in-kind donations, online campaigns, and special events. Create mission-based, donor-centric appeals and recognition strategies distributed through a variety of channels including personal contacts, direct mail, social media and other correspondence.

Database Management: Maintain development records in Salesforce. Ensure overall data integrity. Run reports, synthesize information, and share frequent updates about current and prospective investors with the Chief External Relations Officer.

Communications Campaigns: Research and write blog posts, articles, newsletters, and other communication materials highlighting the accomplishments of our students and the work of our advisers, alumni, and staff. Build national brand awareness and recognition by telling compelling

stories in written form and through photographs and videos. Support the Chief External Relations Officer in responding to external media inquiries, mobilizing and preparing appropriate members of the CAC team for newspaper, television, and radio interviews.

Social Media and Digital Marketing: Create, manage, and grow CAC's online presence through our website, blogs, and social media accounts. Design and implement a thoughtful, engaging social media strategy focused on growing our network of followers.

QUALIFICATIONS AND EXPERIENCE

The Development Coordinator will be a highly motivated self-starter with a bachelor's degree and 2-3 years of work experience. The ideal candidate for this position will possess the following qualities and attributes:

- Culture- and mission-driven – extremely passionate about CAC and increasing opportunity for all students;
- A can-do attitude and willingness to go the extra mile in service of our mission;
- An unwavering commitment to executing with excellence;
- Exceptional interpersonal skills and a commitment to representing CAC with enthusiasm, warmth, and professionalism;
- Outstanding written and oral communication skills;
- Demonstrated success in building and growing a social media presence and engaging diverse communities through posts and interactions;
- A knack for identifying and telling compelling stories;
- Excellent critical thinking, problem solving, and organizational skills;
- The ability to thrive in a fast-paced, do-it-yourself, start-up environment;
- The capacity to multitask and manage multiple projects and assignments, often with competing deadlines;
- Experience using Salesforce and/or other CRM systems;
- Proficiency with Microsoft Office, particularly Word, Excel, and PowerPoint; and
- Experience using various graphic design and communications programs and platforms, including InDesign, Photoshop, Prezi, MailChimp, and other multimedia tools.

COMPENSATION AND BENEFITS

CAC offers a salary and benefits package competitive with other organizations of our size, which includes full health and dental coverage, a matching 401(k) plan, and four weeks of vacation plus sick leave and national holidays.

HOW TO APPLY

Please email your resume and a cover letter to HR@advisingcorps.org, noting "Development Coordinator" in the subject line. Cover letters can be addressed to Missy Sherburne, Chief External Relations Officer. In your letter, please speak directly to your experience and interest in working with our organization. Applications without a cover letter will not be considered.

College Advising Corps is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, age, religion, sex, sexual orientation, gender identity/expression, national origin, disability, protected veteran status, or any other characteristic protected under federal, state or local law, where applicable. College Advising Corps is an E-Verify Employer.