



DEVELOPMENT & MARKETING COORDINATOR JOB POSTING

The Gabriella Foundation (TGF), www.everybodydance.org, a non-profit organization, was established in 1999 in memory of Gabriella Axelrad, a thirteen-year-old who loved to dance. The organization's mission is to transform the lives of underserved youth in Los Angeles through high-quality dance instruction.

TGF's original program, *everybody dance!*, began as a free after-school dance program in 2000 in an affordable housing project near downtown Los Angeles. Today, it is an award-winning program that serves over 4,000 students annually in both in-school and afterschool settings as the leading provider of high-quality dance instruction in the city's impacted, underserved communities.

The Gabriella Foundation is in search of a part-time Development & Marketing Coordinator, under the direction of the Executive Director, responsible for the development and marketing needs of the organization in addition to planning and conducting outreach activities at program sites and target neighborhoods. This position also provides administrative and logistical support to the Board of Directors.

Essential Functions:

- **Development:** Support Executive Director in effective and efficient development functions by maintaining and improving development department recordkeeping system and responsive system for donor correspondence and communications; maintaining calendar of development activities; assisting in planning and executing fundraising events and activities; managing and ensuring accurate data entry in development database; generating development reports and analysis as directed; generating acknowledgement and tax letters for donors; and managing financial reconciliation of development activities.

Marketing: Plan, design and implement marketing efforts that effectively reach and communicate to designated constituencies that include donors, supporters, funders, educators, English and Spanish-speaking program parents, and students. Duties include assisting with the design and production of all marketing and communications collateral for the organization, its programs, and fundraisers, such as brochures, posters, fliers, invitations, sponsor packets, etc.; with Program and Artistic Directors, creating outreach strategies for program promotion and new student/teaching artist recruitment; coordinating and supporting program and event public relations opportunities to raise visibility with media; coordinating email marketing campaigns and maintaining email database; implementing and managing social media strategy and analysis for Facebook, Instagram, YouTube, Twitter and other appropriate platforms; and updating and maintaining TGF website.



- **Outreach:** Plan and implement outreach efforts to designated stakeholders by coordinating/conducting outreach activities at program sites and in target neighborhoods; interfacing with constituencies to provide organizational information and build positive relationships; representing the organization at school and community events
- **Board of Directors:** Ensure effective administrative and logistical support to the Board of Directors by providing support for Board of Directors and Board committees meetings, including venue management and meals; supporting effective Board communications, including preparation of Board information packets and managing timely notices and communications; taking and transcribing minutes for the Board of Directors and other meetings as assigned; and maintaining files and record keeping for the Board of Directors, including board minutes, resolutions, bylaws and other key governance documents.

Desired Qualifications

- Bachelor's degree
- Mature with professional manner
- Highly organized and self-directed
- Warm and engaging demeanor
- Excellent written and oral communication skills
- Demonstrated ability to organize projects and meet deadlines
- Fluency with Microsoft Office Suite
- Solid understanding of digital marketing functions, including website maintenance, e-newsletter programs and photo/video organization and manipulation
- Donor database experience highly desirable, eTapestry preferred
- Ability to work well with all organizational levels
- Development experience highly desirable

Compensation: \$20– 23 /hour DOE

Employment Status: Part - Time, Non-Exempt (25-30 hours weekly)

Application Procedure: Please submit cover letter and resume to employment@everybodydance.org by December 9, 2019. No calls. Start Date: December 2019- January 2020.

THE GABRIELLA FOUNDATION IS AN EQUAL OPPORTUNITY EMPLOYER