



Development Coordinator

Overview:

Plan, organize, staff and manage fund development opportunities to further the mission of PAALS.

Primary Responsibilities:

- Cultivate relationships with larger donors, including corporations and community groups who support PAALS
- Write yearly grants and research new grant opportunities
- Solicit the bulk of sponsors for all PAALS special events and random prizes. Events may include PAALOWEEN, UNGALA, Bark Brew Spokesdog Contest, Graduation, Assistance Dogs International Week, Move your Tails for PAALS
- Coordinate effort to obtain silent auction items for annual auction
- Develop and implement mail campaigns
- Increase monthly giving donor base
- Develop and implement advertising strategies for fundraising efforts
- Manage all social media posts with the support of the executive director
- Coordinate the design, printing and distribution of marketing and communication materials for development efforts
- Develop donor recognition program and track
- Write and distribute press releases and manage contacts with media for all events
- Oversee marketing campaign for all virtual events, obtain prizes and sponsors, and run the events on day to day basis as needed
- Update websites that rate non-profits to keep PAALS in high standings

Secondary Responsibilities:

- Create a major gift and legacy program and implement
- Maintain monthly e-newsletters and PAALS Pack videos
- Develop and implement internships opportunities related to development
- Assist with website development as it relates to sponsors and fundraising
- Send out postcards for any 'in memory of' or 'in honor of' donations
- Send out quarterly dog updates to all name sponsors
- Contact name sponsors when a dog is released from our program
- Develop year-end annual fundraising plan with fundraising goals and month by month plan for raising money each year

Qualifications

- Minimum Bachelor's Degree in Marketing/Fundraising/Communications or other related field.
 - At least 3 years experience in fundraising, marketing, communications and/or other related field.
 - Computer proficiency in Word, PowerPoint, Dropbox, and Excel programs
 - Excellent verbal and writing skills
 - Excellent organizational skills
 - High attention to detail
- (Continued page 2)*



Qualifications (Continued)

- Ability to multi-task
- Must have own transportation
- Knowledge of Facebook, Instagram and Twitter
- Knowledge of Facebook & Google ads a plus
- Comfortable working around dogs and cats

Physical Demands/Environment:

Must be physically active and able to work both indoors and outdoors.

Must be able to frequently kneel, crouch, crawl, stand and bend to perform cleaning of crates and care of dogs.

Must be able to use hands, arms, shoulders in legs to assist with cleaning of the environments both indoor and outdoor, care of dogs, and typing on keyboards.

Work in proximity to cleaning agents and disinfectants and must be able to follow instructions for the use and storage of these chemicals.

Lift and move up to 50 pounds of dog and dog food

- Reports to:** Executive Director
- Job Location:** Columbia, SC (Northeast)
- Salary:** \$17-22/hour based on experience.
- Benefits:** Paid Time off, Holidays, Birthday, Yearly Uniform Stipend.
Compensation available for support of health benefits.
- Hours:** 30-40hrs a week. Hours can be flexible if needed for motivated candidate.

Interested Applicants please submit submit cover letter, résumé, and references to
eanderson@paals.org

or mail to:

Attn: ELIZABETH ANDERSON, Executive Director
PAALS
221 N. Grampian Hills Rd
Columbia, SC 29223