



Growing Possibilities, *One Child at a Time*

Development Coordinator

Job Title: Development Coordinator

Location: Cleveland, OH

Salary: \$40,000

Travel Required: 0-10%

Work Hours: Full-time M-F, evenings and weekends as needed once events resume.

Application Accepted By:

E-mail: sera@wags4kids.com

Subject Line: Development Coordinator Application – [Insert Your Name Here]

In addition to your resume, please e-mail a cover letter stating why you want to work for Working Animals Giving Service for Kids and what skills you have related to this job description that makes you a great fit for the position. APPLICATIONS WITHOUT A COVER LETTER WILL NOT BE CONSIDERED.

Role and Responsibilities

Reporting directly to the Executive Director, this position will be entrepreneurial in nature with a strong focus on content creation, social media strategy, and development/event coordination. This role will strategize, plan, and execute compelling content, as well as contribute creative ideas that will increase participation at W.A.G.S. 4 Kids programs and events. The Development Coordinator is responsible for managing the execution of daily communications across social media, websites, email, and other formats. They will be responsible for the creation of all digital content and high-quality 2D video content to share the W.A.G.S. 4 Kids message. Additionally, they will help develop & support donor communications, data entry, event planning/execution, and other administrative tasks that will help the office run smoothly.

Growth Potential: Opportunities to be promoted to Director of Development; pending experience, performance, and desire to "own it".

Responsibilities in these areas including, but are not limited to:

W.A.G.S. 4 Kids
112 East Center Street
Berea, Ohio 44017

Working Animals
Giving Service *for kids*

A Non-Profit Organization #20-5520973



Content Creation/Social Media Marketing:

- Maintain a unified and consistent brand for W.A.G.S. 4 Kids across various social media platforms. Write engaging stories and content and post to ALL W.A.G.S. 4 Kids social media pages
 - Develop and maintain a content guide and posting schedules for all W.A.G.S. 4 Kids programs and events.
- Develop strategy for communication platforms and communities (including Facebook, Twitter, YouTube, Instagram, TikTok and LinkedIn) to increase awareness of and participation in W.A.G.S. 4 Kids programs and special events.
- Build and utilize relationships in the media to write and disseminate press releases to book media spots to create awareness for W.A.G.S. 4 Kids programs and events.
- Track and evaluate using effective measurement tools (website analytics/social media ROI) the overall impact of all campaigns.
- Research and recommend other social media platforms/opportunities for future use.
- Survey clients and supporters to learn more about their commitment to and impact from W.A.G.S. 4 Kids.
- Create, schedule, and analyze email marketing campaigns through Mailchimp
- Analyze and track social media insights for reporting

Design:

- Design flyers, digital & print advertisements and other promotional material as needed.
- Design infographics and other visual elements that clearly communicate sometimes complex messages or concepts.
- Script, storyboard, allocate resources and set deadlines for projects.

Production:

- Create compelling 2D video presentations.
- Determine lighting needs, set audio and positions video camera to determine appropriate shots of persons or objects.
- Operates appropriate video cameras, audio recorders, lighting fixtures, audio mixing boards and related video production equipment when required.



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Postproduction:

- Creates graphic elements based on company standards
- Gathers various elements for post-production including keynote graphics, on camera video recordings, audio, etc.
- Research stock footage, music, and images; obtains proper licensing for assets.
- Postproduction work including, but not limited to, color correction, stabilization, and effects.
- Edits and verifies content for accuracy and aesthetic value.
- Compresses completed projects for both broadcast and online distribution.
- Organize and manage video assets in a library/archive.

Administration:

- Order and restock office supplies that support staff productivity.
- Help staff with administrative tasks such as making copies, researching event locations, ordering food and other miscellaneous responsibilities.
- Research vendors and suppliers to help lower costs of supplies, merchandise, and other services.
- Maintain and update Customer Relationship Management System and Donor Database with records, files, information, gifts, and more.
- Send acknowledgement letters and correspondence to donors and clients.

Development/Events:

- Assist in recruiting volunteers and act as volunteer manager at scheduled events, as needed.
- Assist in recruiting sponsors, vendors, and raffle items for scheduled events.
- Accurately pack supplies and equipment for merchandise and information tables used at events.
- Research vendors and venues for future opportunities.
- Promote scheduled events through social media, email campaigns, etc.
- Be on-site the day of events to assist in an assigned role or help where needed.
- Represent W.A.G.S. 4 Kids at all annual events as well as other fundraising and stewardship events. (To include, but not limited to)

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Annual Events:

The Mac 'n' Cheese Throwdown - February
Wonder Run 5K – August
W.A.G.S.inCLE Night Out Gala – September/October

Other Fundraising and Stewardship Events*:

Parent Partner Placement Fundraisers – Year Round
Dawgs for the Dogs - June
Barley House Golf Outing – July
Sheffield Lake Community Days Poker Run - July
North Royalton Pet Fair – July
Flats Arts Fest – August
6th 'N Barley Tailgate - September
Harry Buffalo Painesville. Charity Golf Outing – September
Howl-o-ween - October
Jazzy's Health Fund – November/December

*This list may be altered as major fundraising and awareness opportunities become available.

Qualifications and Education Requirements

Bachelor's degree from a four-year college or university in Journalism or Marketing 2 – 5 years related work experience, or 3 – 5 equivalent combinations of education and experience. The right candidate will have experience in writing execution of compelling content and social media marketing. Must have proven experience with Adobe Creative Suite – InDesign, Photoshop, and Illustrator. Must have proven fundraising experience, be extremely detail oriented and able to stay calm while simultaneously managing multiple business transactions. In addition, they must be a professional, decisive, concise, and strong communicator – both verbal and written communication skills. Ability to type at least 30 words a minute and lift 50 lbs. An energetic individual with great interpersonal skills, good at networking and building relationships. Must have a commitment to the mission of W.A.G.S. 4 Kids.

Preferred Skills

Experience with non-profits, start-up organizations or social enterprises who takes personal responsibility for their tasks and stays calm under pressure. Experience working with Bloomerang CRM

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systems is greatly beneficial. Experience in supporting staff members in an office environment is strongly preferred. Experience with the population served by W.A.G.S. 4 Kids is also a plus.

Benefits Include:

- Paid Time Off (Sick/Vacation)
- Paid Holidays
- Flexible Work Arrangements
- Professional Development Benefits
- Pet-Friendly Employee Benefits
- Social Responsibility Benefits
- Wellness Benefits*

Additional Notes

Working Animals Giving Service for Kids (W.A.G.S. 4 Kids) is a growing non-profit organization. Our mission is to provide mobility service and autism spectrum service dogs to children with disabilities throughout 30 counties of Northeast and Central Ohio. All dogs are trained utilizing the W.A.G.S. 4 Kids Accredited Step by Step Service Dog Training Program, housed with the inmates of Grafton Correctional Institution & Mansfield Correctional Institution. For more information, please visit: www.wags4kids.org

Applications will be accepted until the position is filled. We are an equal opportunity employer.

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