

TRELLIS
Position Description

Job Title: Resource Development and Communications Coordinator
Reports To: President/CEO
FLSA Status: Non-Exempt, Hourly
Approved By: President/CEO
Approved Date:
Revised Date: March 2024

SUMMARY

The Resource Development and Communications Coordinator works closely with Trellis Leadership, Programs and Operations to implement a cohesive Resource Development and Communications Strategies and Initiatives in support of Trellis annual revenue and program impact goals. Leadership in managing and executing the annual and multiyear fundraising and communications calendar and plan or work

Primary strategies include. for annual giving, major gifts, corporate giving, a signature event, secondary support for grant and corporate giving proposal development, prospect and donor engagement, campaign design, and managing and executing the annual communications and solicitations calendar.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following.

- Lead Prospect, Donor and Supporter events, giving opportunities and promotions.
- Individual Giving – Prospect development, donor solicitation and donor stewardship
- Major Gifts – Support relationship and proposal development
- Event based fundraising – Lead in implementing an annual giving and appreciation events.
- Works closely with Leadership Team and Senior Program Leaders define target audience and advise and support implementation of marketing activities.
- Maintain a Stakeholder and Audience map and annual plan of work that reflects key constituents for resource development, community awareness, program outreach and participant/client recruitment.
- Oversee website and social media strategies.
- Analyses and reports fundraising and ROI measures to assess effectiveness and efficiency and impact on mission.
- Serve as editor of Trellis e-news and annual report.
- Related communications and fundraising duties as assigned.