

Development & Marketing Coordinator

Reports to: Director of Development & Marketing

Status: Full-Time, Exempt

Compensation: \$35,600 - \$38,500

Position Summary

Asbury Woods seeks an organized, creative, and relationship-oriented professional to support the organization's fundraising, communications, and community engagement efforts. Working closely with the Director of Development & Marketing, the Development & Marketing Coordinator plays an integral role in advancing the mission of Asbury Woods by connecting people with the organization's impact through strategic storytelling, donor stewardship, marketing, and community outreach.

This position is ideal for an individual who enjoys wearing many hats, thrives in a collaborative environment, and is excited to grow professionally within nonprofit development and communications.

Primary Responsibilities:

Development & Donor Engagement

- Assist in the planning and execution of annual fundraising campaigns, including Erie Gives, direct mail appeals, year-end giving, and special campaigns.
- Direct outreach to local businesses to cultivate sponsorships for events & programming.
- Prepare mailing lists, reports, and fundraising materials.
- Assist with sponsorship fulfillment and stewardship.
- Support communication and reporting by gathering stories, photographs, statistics, and supporting materials.
- Assist with donor cultivation events and stewardship activities.
- Collaborate with the Director of Development & Marketing on fundraising strategy and implementation.

Communications & Storytelling

- Develop compelling written and visual content that communicates the impact of Asbury Woods' programs and mission.
- Write and design electronic newsletters, annual reports, brochures, fact sheets, invitations, and other organizational publications.
- Manage and update website content to ensure accuracy, relevance, and engagement.
- Maintain a consistent organizational voice across all communications.

Marketing & Digital Engagement

- Coordinate with the Director of Development & Marketing on managing Asbury Woods' social media platforms through strategic planning and content creation.
 - Develop monthly content calendars aligned with organizational priorities.
 - Design graphics, advertisements, event materials, signage, and promotional collateral.

- Capture and edit photography and video highlighting programs, events, conservation work, and community engagement.
- Monitor website and social media analytics and recommend improvements based on performance.
- Assist in maintaining the organization's photo and video library.

Public Relations

- Assist in developing and executing public relations strategies.
 - Write and distribute press releases.
 - Maintain media contact lists and community calendars.
 - Coordinate media requests and assist with press events as needed.
 - Help measure the effectiveness of communications efforts through reporting and analytics.

Events & Community Engagement

- Support planning and execution of fundraising and community events including Wine & Dine in the Woods, Monday Music, Maple Festival, Erie Gives, and other signature programs.
 - Coordinate promotional timelines, sponsor recognition, event signage, and printed materials.
 - Capture photography and video during events.
 - Assist with event logistics before, during, and after programs.
 - Represent Asbury Woods professionally at community events and outreach opportunities.

Qualifications Required

- Bachelor's degree in Communications, Marketing, Public Relations, Nonprofit Management, English, Graphic Design, or a related field (or equivalent professional experience).
- Excellent written and verbal communication skills.
- Strong organizational skills and attention to detail.
- Ability to manage multiple projects and deadlines simultaneously.
- Experience with Canva and Microsoft Office.
- Working knowledge of social media platforms and digital communications.
- Photography experience or willingness to develop photography skills.
- Passion for Asbury Woods' mission of environmental education, conservation, and community engagement.

Qualifications Preferred

- Experience working in a nonprofit organization.
- Familiarity with Asana, Bloomerang or other donor databases or CRM systems.
- Graphic design experience.
- Basic videography and video editing experience.
- Experience with email marketing platforms.
- Event planning or volunteer coordination experience.
- Knowledge of website content management systems.

Desired Characteristics

The ideal candidate is:

- Curious and eager to learn.
- A strong writer and storyteller.
- Organized and dependable.
- Comfortable balancing creative work with administrative tasks.
- Collaborative and relationship-oriented.
- Self-motivated with excellent follow-through.
- Comfortable receiving feedback and continuously improving.
- Passionate about connecting people with meaningful causes.

Working Conditions

This position requires occasional evening and weekend work in support of fundraising events, educational programming, and community activities. Responsibilities include work in both office and outdoor environments throughout the year. Candidates must be able to work professionally with volunteers, donors, community members, and visitors of all abilities. Security and background investigations are required within 90 days of employment.

Physical Requirements

AMERICANS WITH DISABILITIES ACT STATEMENT:

External and internal applicants, as well as position incumbents who become disabled, must be able to perform the essential job functions of the Conservation Stewardship Coordinator position (listed within Position Specifications) either unaided or with the assistance of a reasonable accommodation to be determined by the organization on a case by case basis.

Position Specifications Physical Demands

1. Frequent computer use.
2. Frequent walking throughout buildings and trail systems.
3. Ability to work outdoors in varying weather conditions.
4. Ability to lift and carry up to 40 pounds.
5. Ability to stand for extended periods during events.
6. Manual dexterity sufficient to operate office equipment and photography equipment.

Temperament

1. Ability to work as a member of a team.
2. Must be courteous to public and co-workers.
3. Must be cooperative, congenial, service oriented, and promote these qualities at Asbury Woods.
4. Must be able to respond to directions and accept constructive feedback.
5. Ability to work in an environment with frequent interruptions.
6. Must be flexible and able to work in a fast-paced, dynamic environment.

Cognitive Ability

1. Ability to follow verbal and written directions.
2. Ability to read and respond to written correspondence.
3. Ability to listen to others on the telephone and in person.
4. Ability to complete assigned tasks with minimal supervision.
5. Ability to read, write, and do complex computations.
6. Ability to use correct grammar, sentence structure, and spelling.
7. Ability to compose clear, concise sentences and paragraphs.
8. Ability to work independently and make work-related decisions.
9. Ability to exercise good judgment in prioritizing tasks and problem solving.
10. Ability to communicate effectively to the public.

Sensory ability

1. Visual acuity to read correspondence and computer screen.
2. Auditory acuity to be able to use a telephone.
3. Ability to speak clearly and distinctly.

Why This Position Matters

At Asbury Woods, communications are more than marketing, they are how we inspire stewardship, build community, and cultivate the philanthropic support that protects our natural spaces and expands environmental education for future generations.

Every story shared, every donor thanked, every event promoted, and every relationship strengthened helps ensure that Asbury Woods remains a vibrant community resource for generations to come.