

**MENTAL HEALTH AMERICA OF
LANCASTER COUNTY**
245 Butler Ave Suite 204
Lancaster, PA 17601

Job Title: Part-time Community Engagement/Fundraising Coordinator

POSITION REPORTS TO: Executive Director

CLASSIFICATION: 28 hours per week, Part-time, Exempt

PURPOSE OF POSITION:

The position oversees each aspect of the solicitation of community involvement and development for MHA in effort to increase the visibility of the organization, its programs, and fundraising events, as well as increase the number of active participants and supporters. More specifically, this position requires the orchestration and hands-on involvement of all fundraising and event activities; development and management of event committees and volunteers; engagement and communication with donors, along with the solicitations of monetary and in-kind support for sponsorships, fundraising activities, as well as program event marketing and outreach.

PRINCIPAL DUTIES:

Essential Functions:

- Manage sponsorship commitments
- Lead event committee and volunteers in fundraising events.
- Orchestrate and execute event and program marketing and outreach.
- Develop up to date content for social media content.
- Responsible for sending press releases and keeping all media updated on upcoming events.
- Build and search for new business relationships.
- Keep and update donor database.
- Develop and execute a donor engagement plan.

- Send out email messages on on-going bases for event updates.
- Work with educators for content for email and social media.
- Network and attend civic, business and social events to promote MHA
- Schedule regular presentations to service clubs, community groups and potential funding organizations, both off and on-site.
- Provide consistent messages to recruit new support.
- Attend Chambers of Commerce events and networking opportunities.
- Attend development committee and various meetings as required.
- Develop relationships with potential supporters within the region, state, and local community.
- Develop event opportunities individual and corporate donors and support organizational funding through events
- Coordinate and distribute correspondence, i.e. invites and e-blasts, appropriate thank you letters, and follow up letters.
- Manage website registrations as appropriate for community, corporate, and fundraising events.
- Understand and incorporate the MHA mission, goals and brand in all community outreach.
- Provide presentations to relevant partners and community groups to expand the awareness of programs, thus increasing referrals and contributions.
- Provide necessary information to Communications to successfully market and publicize each event, including outreach, beneficiary, and friendraising events and partners in mission. • Attend bi-weekly staff meeting calls and program calls.
- Create and executes MHALC's bi-yearly newsletter.

Certifications and/or Education

- Should have Bachelor's degree (B.A. or B.S. in marketing, communication, business or non-profit management preferred) but not required.
- 2 (Two) plus years' experience in sales, corporate development or fundraising or equivalent combination of education and experience.

▪ **QUALIFICATIONS:**

The following describes the preferred technical knowledge, skills, and abilities needed to successfully perform the duties of the position: Strong computer skills and ability to use communication and donor CRMs to achieve desired results.

Demonstrated command of all social media technology and operation. Excellent organizational and communication skills, both verbal and written. Ability to maintain confidentiality. Ability to write routine reports, emails and correspondence; ability to read and interpret documents, program regulations and processes. Strong working knowledge of Microsoft Word, Access, Excel, Publisher (and other design software), and WordPress. Strong presentation skills. Ability to multi-task and prioritize tasks and projects. Caring and understanding attitude toward persons with mental illness and others who are experiencing difficulties. Demonstrated positive, collaborative approach to work, including a commitment to problem solving. Knowledge of traditional and digital marketing tools. Expertise in social media platforms. Motivated self-starter who possesses intellectual curiosity. Commitment to the importance of mental wellness, advocacy, recovery, excellence and to the mission of MHALC.

ESSENTIAL JOB-RELATED EXPERIENCE:

Demonstrated work experience related to event planning/coordination, and organizational promotion through web and print media. Demonstrated success in design work, e.g. newsletters, websites, postcards, brochures.

WORKING SCHEDULE EXPECTATIONS: Hours will be negotiated at hiring. Flexibility required. Early morning, evening and weekend hours are sometimes necessary.

Salary range is \$27,000 - \$30,000