

Communication and Development Specialist Court Appointed Special Advocates (CASA) of Brown County

Job Summary

The Communication and Development Specialist works closely with the Philanthropy Director in the planning, development, and execution of a multiplatform marketing communications strategy that highlights the mission and impact of the organization, volunteer recruitment and fundraising efforts including special events. This position supports all aspects of the fundraising operations and oversees management of the organizations' website, donor database and coordinates specific communication and social media initiatives. In addition, provide general support to the administrative and program team as assigned. This position is full-time and is located in Brown County.

Qualifications

- Bachelor's degree in related field and 2-3 years of experience
- Computer proficiency, including the Microsoft suite, graphic design and video editing software and other programs necessary for completion of job duties
- Excellent writing and editing skills
- Ability to be accurate, organized and detail-oriented
- Ability to communicate clearly and effectively
- Ability to relate positively and professionally with all persons involved in CASA of Brown County
- Ability to work independently and demonstrate a high level of initiative and consistent follow through
- Ability to manage multiple projects in a deadline-driven environment
- Willingness to work flexible hours, including occasional evenings and weekends
- Passion for the mission of CASA

Duties and Responsibilities

Communication

- Works with the Philanthropy Director to align communications activities with both volunteer recruitment and resource development strategies
- Maintains and updates the website
- Maintains social media accounts, including content planning and creation, with an emphasis on mission and storytelling
- Measures and reports on the effectiveness of communications activities, including website and social media analytics
- Designs print and digital materials for volunteer recruitment, volunteer recognition and fundraising events and campaigns
- Develops and monitors CASA of Brown County branding consistent with the National CASA/GAL Association for Children branding guidelines
- Assists with other external and internal communications such as monthly newsletter, emails and media relations

Development

- Manages and maintains donor and special event databases including data entry, donor acknowledgments, donor reports, guest lists, auctions and fundraising campaign

- Maintains accurate mailing lists for a variety of segmented mailings
- Assists with donor recognition efforts
- Assists with event preparation and execution
- Conducts guest relations (pre-event, day of event and post-event)
- Active member of the planning committee meetings and prepares meeting minutes

Please send a resume and cover letter to Philanthropy Director Kathy Wucherer at kathy@casabc.org.

CASA of Brown County follows an equal opportunity employment policy, and employs personnel without regard to race, creed, color, religion, national origin, gender, sexual orientation, age, physical or mental disability, veteran status, marital status or any other consideration made unlawful by federal, state or local law, ordinance or regulation.