



State College Community Land Trust

Job Description: Marketing and Development Coordinator

The State College Community Land Trust is a nonprofit organization committed to addressing the persistent need for affordable housing by increasing home ownership opportunities in the Borough of State College. Doing so also contributes to the character, vibrancy, and diversity of the community. We strive to achieve permanent affordability, equal access, neighborhood stability, and sustainable, energy-efficient housing.

The Marketing and Development Coordinator is responsible for advertising SCCLT's mission and impact to the community, fundraising, building strategic relationships in the broader community, and marketing SCCLT's homes and program to potential income-qualified applicants. It is a varied, dynamic position that requires collaboration and creativity to accomplish this mission-driven work.

Duties & Responsibilities

Community Awareness

- Provide a strong, ongoing presence in the community
- Use social media, the SCCLT website, email campaigns, newsletters, community calendars, press releases, community presentations, etc. to expand awareness
- Leverage homeowner data, videos, and stories to communicate SCCLT's impact
- Design, write, and publish a quarterly newsletter

Development

- Use donor database to foster and maintain relationships with supporters and to execute fundraising campaigns, e.g., an annual campaign, Centre Gives, and planned-giving.
- Work collaboratively with Executive Director, SCCLT staff and Board to seek out and apply for grants, Community Reinvestment Act funds, and other funding opportunities

Outreach Activities

- Coordinate outreach opportunities and activities
- Create and disseminate marketing materials and press releases about SCCLT events
- Develop presentation materials, such as PowerPoint presentations, fliers, and posters

Fundraising Events

- Work with the Outreach and Development Committee to plan, promote, and execute events in cooperation with key volunteers and community partners
- Solicit in-kind goods and services as needed to put on events

Administration

- Share in office support, including answering the phone, responding to inquiries, monitoring supplies, etc. as a member of this small staff
- Assist in maintenance of digital apps, subscriptions, computers, hardware, and networks, as needed

Experience

- Marketing or development experience.
- Experience with written professional communications.
- Experience using and maintaining donor databases to solicit donations.
- Experience writing grant applications.
- Experience with press releases, fundraising letters, or grant applications a plus.
- Experience or an eye for photography or videography a plus.
- Familiarity with office information technology.
- Proficiency in Office 365.
- Familiarity with web builder applications, such as Weebly, Wix, Squarespace, etc.
- Digital design experience for print and web, using Canva, InDesign, etc.
- Experience maintaining digital apps, such as Adobe, Office 365, and Salesforce a plus

Abilities

- Ability to work independently and collaboratively in a small, nonprofit environment.
- Ability to communicate effectively and professionally, both orally and in writing.
- Strong organizational skills with attention to detail.
- Ability to serve a diverse audience from a variety of socioeconomic backgrounds.
- Ability to work evening or weekends occasionally to attend meetings or outreach events.

Salary and Benefits

This hourly position comes with lots of flexibility and ability to determine your own schedule. The position is posted at 30 hours a week, but there is flexibility to adjust the schedule either down to 20 or up to 40 hours a week for the right person. Compensation is \$18 - \$21 per hour, commensurate with experience, and includes paid time off, 6 holidays, retirement benefits, and a flexible, hybrid work environment.

The State College Community Land Trust is an equal opportunity employer, committed to hiring and supporting a diverse workforce. Qualified individuals who bring diverse perspectives and represent historically marginalized communities are especially encouraged to apply.

If you care about our mission and have a mix of outreach, development, and marketing experience, reach out to us!

How to Apply

Interested applicants should send their resume and a cover letter to jobs@scclandtrust.org with **Marketing and Development Coordinator** in the subject line **by May 26, 2022, at 5 PM**. Applicants should be prepared to provide references upon request.

May 04, 2022