

# Como Friends

## POSITION DESCRIPTION

August 2022

### Development & Communications Associate

#### 1. Primary Purpose

The Development & Communications Associate will assist the Individual Giving Department in activating strategies to grow revenues for the Animal and Garden Sponsorship and Membership programs, Sponsor-a-thon, and Give to the Max Day campaigns, assist with social media posts and website updates, and support fundraising events.

#### 2. Experience and Qualifications

Two years' experience working in a professional setting with a Bachelor's Degree preferred. Successful candidate will have previous experience with philanthropy. They will possess excellent computer skills, writing skills, communication skills, social media skills, organization skills and the ability to manage multiple tasks and deadlines. Strong initiative and work ethic and the ability to work independently are required. Proficiency with Microsoft Office required. Knowledge of Raiser's Edge, social media platforms, and website management and systems preferred.

#### 3. Job Responsibilities

##### Fundraising

- Assists in implementation of Animal & Garden Sponsorship and Membership programs, supporting promotions strategies onsite and online via social media.
- Assists in implementation of department campaigns such as Animal and Garden Sponsor-a-Thon or Give to the Max Day.
- Processes fulfillment, mailings, plush inventory, and supply orders for the Animal & Garden Sponsorship and Membership programs.
- Implements Dipjar Program.
- Assists with Brick Program.
- Assists with Individual Giving events: Supporter Access Events, Sponsor-a-Thon, Give to the Max Day, major donor (Horace Cleveland Society) receptions.
- Assists in scheduling and coordinating site visits, donor events, donor tours and cultivation efforts as needed.

## Communications

- Lead for answering the main phone line, providing customer service to donors and members of the public.
- Posts content provided by the Creative Director to Como Friends' social media platforms (Facebook, Instagram, Twitter).
- Monitors activity on social media and tracks the impact of social media posts.
- Assists with webpage edits and updates, creates online express donation forms.
- Monitors Google and Facebook ads to promote Como Friends fundraising efforts.
- Formats content for Como Friends' e-newsletters in the Raiser's Edge NXT program

## Other

- Assists with fundraising events such as Sunset Affair, Como Quest and Bouquets.
- Serves as a member of a professional team that is highly committed to the organization's mission and goals.
- Establishes and maintains effective working relationships with other departments, city of Saint Paul staff, influencers, current and prospective members and volunteers.

## **Salary and Background**

Como Friends is a nonprofit 501(c)3 organization that inspires community generosity in support of Como Park Zoo & Conservatory so it thrives for generations to come. Como Friends is the nonprofit partner of Como Park Zoo & Conservatory – the most visited arts and culture attraction in the state of Minnesota. Como Friends engages donors and stewards resources trusted to it to support continuous improvements to the facilities, programs and operations of the Zoo and Conservatory.

The Development & Communications Associate is supervised by the Director of Individual Giving. This is a full-time position with a competitive salary, range between \$46,000 - \$48,000. Evening and weekend hours required on occasion. Benefits include: health insurance, dental insurance, life insurance, long-term disability insurance, short-term disability insurance, retirement plan, paid vacation time, sick leave and professional development opportunities.

## **Salary and Background**

To apply, please send a cover letter and resume to: [comomembership@comofriends.org](mailto:comomembership@comofriends.org) by 5:00 p.m. on September 2, 2022.