

Marketing and Development Coordinator

The Philadelphia Bar Foundation is seeking a Marketing and Development Coordinator to support external communications, marketing, and fundraising activities. Incorporated in 1964, the Bar Foundation is the philanthropic arm of the Philadelphia legal community. Its mission is promoting access to justice for all people in the community, particularly those struggling with poverty, discrimination or abuse. The Bar Foundation is the embodiment of the Philadelphia legal community's commitment to this fundamental principle and achieves its mission by providing annual grants and technical assistance to a network of legal services organizations in Philadelphia. In addition, the Bar Foundation brings together stakeholders and reaches out to a broad cross-section of supporters to educate and unlock resources for legal services priorities.

DUTIES

Significant responsibilities include assisting with:

- The implementation of marketing and development strategies for the Bar Foundation to support fundraising goals and donor engagement through marketing campaigns, including digital/social media campaigns;
- Outreach to the legal and business community in support of fundraising and volunteer activities;
- The execution of an annual fundraising plan utilizing a variety of fundraising strategies including special events, and individual and institutional giving campaigns;
- Creative ideas, themes, and tactics for public relations, marketing, and development activities;
- Preparing news releases, talking points, social media posts, articles and marketing copy;
- Maintenance of the Philadelphia Bar Foundation's website, social media profiles, and marketing collateral;
- Marketing and financial accounting functions related to donor record keeping using Salesforce;
- Securing and evaluating internal and external data to develop detailed prospect lists and identify useful connections (e.g., individuals, corporations, law firms, foundations)
- Relations with community champions (e.g., long-time supporters, high profile attorneys, VIPs, community leaders)

QUALIFICATIONS

- Relevant marketing and development or sales experience in the non-profit or corporate sector;
- Strong written and oral communication skills; ability to grasp and interpret legal concepts and issues impacting the effective delivery of justice;
- Planning and project management skills;
- Ability to work independently and as a member of a team and to manage multiple priorities;
- High personal integrity, sound judgment and a strong work ethic are essential, together with energy, imagination and a passion for telling the "story" of the Philadelphia Bar Foundation;
- Advanced user of Microsoft Office applications including Word, Excel, and PowerPoint;
- Familiarity with Adobe Photoshop, InDesign, Illustrator, Salesforce CRM, Drupal CMS and demonstrated ability to quickly learn new technology;
- Special event fundraising experience;
- Development experience with capital campaigns and/or estate planning a plus.

TO APPLY

Interested applicants should email a statement of interest and résumé to: Cecelia Driscoll, cdriscoll@philabarfoundation.org using the following subject line: Applicant for Philadelphia Bar Foundation Marketing and Development Coordinator: [Applicant Name].

Applications should be submitted immediately. The position is open until filled. Selected applicants will be contacted to arrange for interviews.

EQUAL OPPORTUNITY EMPLOYER

The Philadelphia Bar Foundation is an equal opportunity employer and will not discriminate against any employee or applicant on the basis of age, color, disability, gender, national origin, race, religion, sexual orientation, veteran status, or any classification protected by federal, state or local law.