

## Marketing and Development Coordinator

Through programs, grants, and partnerships, the Philadelphia Bar Foundation removes barriers to justice, engages the community in support of civil legal aid, and builds system-wide capacity in order to strengthen the provision of quality legal services and to ensure that all individuals understand their rights to equal justice under law. To further our mission, the Bar Foundation is spearheading a project called the Equal Justice Center (EJC) that will co-locate many Philadelphia civil legal aid organizations into one building.

We are seeking a Marketing and Development Coordinator to support external communications, marketing, and fundraising activities for the Philadelphia Bar Foundation and our Equal Justice Center project. This is a full-time position with a competitive salary and benefits.

### DUTIES

Significant responsibilities include assisting with:

- Implementing marketing and development strategies to support fundraising goals and donor engagement through marketing campaigns, including digital/social media campaigns;
- Reaching out to the legal and business community in support of fundraising and volunteer activities;
- Executing an annual fundraising plan utilizing a variety of fundraising strategies including special events, and individual and institutional giving campaigns;
- Creating ideas, themes, and tactics for public relations, marketing, and development activities;
- Supporting the Bar Foundation's programs, awards, and fellowships
- Preparing news releases, talking points, social media posts, newsletters, articles and marketing copy;
- Maintaining websites, social media profiles, and marketing collateral;
- Donor record management using Salesforce CRM;
- Securing and evaluating internal and external data to develop detailed prospect lists and identify useful connections (e.g., individuals, corporations, law firms, foundations); and
- Supporting relationships 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 and the EJC;
- 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 cover letter and résumé to: Cecelia Driscoll, [cdriscoll@philabarfoundation.org](mailto: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. Applicants under consideration will be contacted for an interview.

## 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.