



Supporting Central Vermonters to Age with Dignity and Choice

CVCOA Helpline: 1-802-477-1364

Position: Philanthropy and Communications Coordinator

Reports to: Director of Philanthropy and Communications

Department: Administration

Status: Non-Exempt

Hours: 30-35

Date: 10/18/2023

Approved: John T. Mandeville

Job Function: The Philanthropy and Communications Coordinator will support Central Vermont's Council on Aging's (CVCOA) fund development, special projects, communications, and public relations initiatives. This position reports directly to the Director of Philanthropy and Communications (the "Director") and will work with the Board of Directors, the Fundraising Planning Committee, staff and volunteers to increase the impact of the organization's work. This position offers the ideal opportunity to deepen your fundraising and communications knowledge, skills, and experience while supporting a great cause. CVCOA offers a family-friendly organization with flexible hours. Some weekend work may be required to support fundraising and outreach events.

Essential Functions:

1. Work collaboratively with Director to implement CVCOA's annual fundraising and marketing plans.
2. Maintain donor database and systems for fostering long-term relationships with donors and prospective donors.
3. Assist with organizing and implementing regular funding appeals to new and existing donors (individuals, businesses, foundations, philanthropic funds, and friends of CVCOA), including helping with the development of sponsorship appeals.
4. Assist with researching and writing grant proposals and applications to support existing initiatives and the development of new initiatives.
5. Under supervision of the Director, organize and track local government Town Funding applications in the 54 towns in CVCOA's service area.
6. Organize and appear at event-based fundraising and outreach opportunities to represent CVCOA's programs and services.
7. Engage CVCOA staff, board members, volunteers and the public to increase awareness of and financial support for CVCOA.



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8. Help create, distribute, and archive mission- and awareness-focused content for print and electronic media including e-newsletters, brochures, graphics, social media posts, promotional and outreach materials, impact reports, press releases, email marketing, and website.
9. In collaboration with the Director, develop and implement a social media plan with emphasis on outreach and awareness.
10. Play a key role as a project coordinator for CVCOA's special projects, community and fundraising events, and outreach initiatives.

Knowledge, Skills, and Abilities:

1. College degree or certification in relevant field such as public relations, business, communications, liberal arts, journalism, or fine arts.
2. Excellent oral and written communication skills, including in-person, telephone, email, letter-writing, and social media.
3. Ability to work effectively on a team with tact and diplomacy.
4. Strong and persuasive writing, editing, and storytelling skills to meaningfully connect our mission with those interested in aging services.
5. Excellent organizational and time-management skills.
6. Engage in problem solving strategies with efficiency and accuracy.
7. Functional knowledge of technology tools like Microsoft Office, website management and editing platforms, cloud-based graphic design solutions, and project management software. Plus, willingness to learn new software as needed.
8. Comfort with data and digital analytics tools to measure and present the effectiveness of campaigns.
9. Experience with donor database management software and willingness to learn new processes for engaging donors.
10. An understanding of project coordination and management strategies, such as planning schedules and tasks, documenting lessons learned and issues, implementing communication plans, budget tracking, and more.
11. Ability to maintain confidentiality.
12. Enthusiasm to learn and promote the programs, services, and mission of CVCOA.
13. Preferred experience in utilizing photography and Adobe Creative, Canva, or other design software for visual storytelling.



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Physical Demands:

1. Ability to travel within 3-county service area as required.
2. Ability to lift up to 25 lbs. – event and outreach materials.

Mental Demands:

1. Ability to prioritize tasks with both short-term and long-term goals in mind.
2. Ability to work independently with regular but not daily supervision.
3. Self-motivated and curious mindset.

Working Conditions:

Shared large office with Director. Office is climate controlled but may experience fluctuations in temperature. Work remotely as approved by Director, utilizing MS Office suite tools (Teams) to remain in close communication.