



## **Donor Relations and Social Media Coordinator – Part-Time Contracted (year 1)**

The Gemma Project is seeking skilled, passionate, and dedicated individuals eager to contribute to our mission of providing and promoting the national creation of gender-responsive jail reentry programming for incarcerated and formerly incarcerated women. The Gemma Project is a trauma responsive, female-led organization that centers integrity and compassion in all the services we provide. Join our team to reduce recidivism, break the intergenerational cycle of incarceration, and create healthier communities.

Individuals with a history of justice system involvement are strongly encouraged to apply.

### **Physical Requirements:**

This position is expected to be a part-time contracted remote position for the first 12 months and transition into a full-time benefitted position with approximately 30% in-person work required by year two. This position requires some travel to support fundraising events.

### **How you'll fit in:**

You'll be a great addition to our team if you are an innovative Donor Relations and Social Media professional who is committed to developing and implementing fundraising and engagement strategies to grow and enhance revenue and awareness of The Gemma Project's mission. The Donor Relations and Social Media Coordinator's primary duty is to assist in the development of various fundraising strategies and to lead those efforts to ensure revenue goals are met. The Donor Relations and Social Media Coordinator duties also include developing and executing social media strategies, creating, and sharing engaging content, moderating user-generated content, analyzing social data, and collaborating with Executive Director to manage reputation and coordinate strategies. The Donor Relations and Social Media Coordinator must also be able to collaborate equally well with staff, board directors, program participants, and the public.

This position reports to the Executive Director.

**What you'll do:**

- In Collaboration with the Executive Director, envision and execute stewardship activities for all donors
- Coordinate and execute fundraising campaigns to meet the organization's targets
- Support the renewal of current donor support
- Maintain existing relationships with individual and corporate donors, including acknowledgment and recognition
- As needed, interact with supporters to response to questions and requests
- Assist in creating an annual impact report for donors
- Actively identify grant and other funding opportunities
- Support the initial grant writing process and as needed or requested
- Maintain an accurate and current database of donor information
- Create materials that support the donor cultivation process
- In coordination with Executive Director, plan and execute annual fundraising event
- Execute a results-driven social media strategy
- Develop and curate engaging content for social media platforms
- Assist in the creation and editing of written, video, and photo content for social media and website
- Attend events and produce social media content
- Maintain unified brand voice across different social media channels
- Monitor social media channels for industry trends
- Interact with users and respond to social media messages, inquires, and comments

**What you'll bring:**

- Passion for The Gemma Project's mission and empathy for the unique challenges facing incarcerated and formerly incarcerated women
- Commitment to positively contributing to a diverse, equitable, inclusive, and trauma responsive organizational culture through self-awareness, cultural humility, and valuing others
- Dedication to supporting and celebrating female identified individuals in their healing, development, and contributions to the community
- A reputation for a high standard of honesty, integrity, and professionalism
- A curious, creative, and innovative mindset focused on developing effective fundraising strategies to advance The Gemma Project mission
- The ability to create and maintain collaborative relationships across other functional areas to meet fundraising goals and expand The Gemma Project's reach
- Receptivity to feedback and ability to ask for and accept help
- The ability to find joy in our work, contribute to optimism, and celebrate individual and team achievements

- Strong organizational, schedule management, project management, and problem-solving skills with excellent multi-tasking abilities
- Detail-oriented approach with ability to work under pressure to set and meet deadlines
- Great analytical skills as some duties may be of a complex nature, requiring judgment for when there are no precedents
- Ability to work both independently and collaboratively with a wide range of constituents including staff, donors, program participants, and the public
- Knowledge of reentry needs and barriers for incarcerated and formerly incarcerated women and ability to quickly integrate learning
- Commitment to supporting a donor's desire to express their passion for our mission through their philanthropy
- Ability to collect, understand and analyze donor data and trends
- Excellent interpersonal, listening, and written communications skills
- Strong organizational, schedule management, project management, and problem-solving skills with excellent multi-tasking abilities
- Proven track record of planning and initiating successful fundraising strategies
- Interest in social media and proficiency with major social media platforms and social media management tools
- Ability to understand historical, current, and future trends in digital content and social media space
- Strong copywriting and copy-editing skills
- Thorough knowledge of Google Suite and Microsoft Office applications, database programs, PowerPoint, and graphic design software
- Experience with Adobe Creative Cloud (Photoshop, Premier Pro) or equivalent digital media editing tools a plus
- Bilingual/bicultural (English/Spanish) Preferred

### **Qualifications**

- Bachelor's degree in related field or equivalent experience required
- 2 - 4 years of relevant experience
- Knowledge of issues impacting incarcerated and formerly incarcerated women
- Experience managing sensitive and/or confidential donor information

### **How you apply:**

Please email the following elements to: [cynthia@thegemmaproject.org](mailto:cynthia@thegemmaproject.org)

- Cover letter describing your interest in this position and what you would contribute to The Gemma Project
- Resume
- Example of fundraising effort/social media campaign you produced
- At least three references who can attest to your ability to be successful in this role

We will consider all paid and unpaid experience relative to this position, including internships, fellowships, and volunteer activities.

### **Compensation**

The Gemma Project believes that pay equity and pay transparency advance workplace fairness. Compensation will be equitable and based on experience. The salary range for this part-time position is \$37,516- \$42,516.

The Gemma Project recognizes the impact human services work can have on service providers and aims to take care of our staff and those we serve by paying a living wage, providing health benefits and a retirement program, maintaining reasonable workloads and work hours, reinforcing professional boundaries, and centering professional development. We are a trauma responsive culture in which we demonstrate for those we serve that we value all people in the work we do.

#### Diversity, Equity, Inclusion, Belonging & Equal Employment Opportunity Statement:

The Gemma Project affirms that inequity is detrimental to our staff, our participants, and the communities we serve. Together, we unite for equity in our goal to impact lasting change through our actions. The Gemma Project is committed to equal employment opportunities regardless of any protected characteristic, including race, color, genetic information, creed, national origin, religion, sex, affectional or sexual orientation, gender identity or expression, lawful alien status, ancestry, age, marital status, or protected veteran status and will not discriminate against anyone on the basis of a disability or history of justice system involvement.

