



## Resource Development Coordinator

His or her chief responsibility is in growing donor base, coordinating marketing, planning events, and leading volunteer development. The position is 30-40 hours per week and reports to the PAL executive director.

*Position responsibilities include but are not limited to:*

### Annual campaign

- Implement a resource development plan for donor cultivation and recognition,
- Produce an annual report, three newsletters, and weekly email blasts,
- Support PAL's resource development committee; generate timely and accurate reports to resource development chair and executive director,

*Goal:*

- Increase income from annual campaign by 20% in first year.

### Branding, marketing, and public relations

- Assist the PAL team in website updates and social media engagement,
- Track PAL marketing and public relations statistics; create improvement plan.

### Event Planning

- Plan PAL's signature events: Turkey Day 8K and downtown criterium,
- Coordinate additional supporting events like Hub Cycle night at RJ Rockers, Support Spartanburg County Giving Day.

*Goal:*

- Increase event revenue and streamline event management.

### Volunteer management

- Implement a volunteer recruitment, retention, and recognition program,
- Track volunteers in GiftWorks,

### Qualifications

- An undergraduate degree is required with some sales, event planning, marketing, or fundraising experience,
- Committed to the PAL mission,
- Strong oral and written communication skills; able to craft and articulate clear, concise, compelling messages,
- Proven ability to build relationships well with donors and the business community,
- Well organized and a strong team player.

### Salary Range

This is a **30-40** hour per week position requiring some nights and weekends. Salary commensurate with qualifications and experience.

### To Apply

Submit a cover letter, resume, and three references to Laura Ringo, Executive Director, [LRingo@active-living.org](mailto:LRingo@active-living.org) by June 30.