



Coordinator, Community & Donor Relations

About Easter Seals Nova Scotia

Easter Seals Nova Scotia is a not-for-profit organization that advocates for a barrier-free Nova Scotia and delivers high-quality programs that promote mobility, inclusion, and independence for children, youth, and adults with disabilities. Based in Halifax, our charity helps thousands of Nova Scotians annually. To find out more about our work and the people we serve, please visit www.easterseals.ns.ca. 'Like' us on Facebook, or follow us on Twitter and Instagram @eastersealsns.

The Opportunity

Easter Seals Nova Scotia seeks an enthusiastic, flexible, and dedicated professional as our Coordinator of Community & Donor Relations. The successful candidate will be experienced and comfortable in database management, digital/online storytelling, the use of social media campaigns, and communications through multiple platforms. The successful candidate enjoys working in a busy environment while managing multiple priorities, databases, and relationships.

Specifically, this position involves managing and renewing our donor database, engaging and communicating with our donors and supporters, producing and managing email and direct mail campaigns, designing and producing newsletters, and using online fundraising platforms and tools to illustrate the story of our work in support of Nova Scotians with disabilities. The Coordinator of Community & Donor Relations will upload media and text to our website, edit that content, and engage our community with the creative and regular use of our Facebook, Twitter, Instagram, and Youtube feeds. They must have excellent data analysis, writing, communications, and computer skills. Their skill set ranges from being precise and accurate to creative and strategic.

The Coordinator of Community & Donor Relations reports to the Director of Development.

Key Responsibilities

- Maintains and renews donor and supporter databases
- Maintains and renews Raiser's Edge database to optimize Raiser's Edge effectiveness in strengthening donor relationships and fundraising campaigns
- Leads the receipting process for Easter Seals Nova Scotia's donations
- Produces and edits content for Easter Seals Nova Scotia's Facebook, Twitter, and YouTube platforms; produces and edits content for regular newsletters
- Produces and edits content for www.easterseals.ns.ca
- Initiates, develops, and implements online strategic plans
- Produces and coordinates direct mail and online fundraising campaigns
- Uses and promotes Easter Seals Nova Scotia online fundraising platforms and tools, and coordinates online fundraising campaigns such as "Giving Tuesday"
- Performs other duties as required, such as assisting with fundraising events

Qualifications

- Demonstrated strong writing and editing skills, with an emphasis on accuracy and grammar
- Demonstrated experience in a fundraising and not-for-profit environment
- Demonstrated experience with direct mail and online appeals and campaigns
- Advanced knowledge of Raiser's Edge and/or other fundraising software
- Demonstrated confidence with and strategic use of social media
- Excellent communications skills
- Experienced in the design of various print and online publications
- Strong analytical skills with the ability to evaluate databases, activities, and programs, and leverage outcomes to improve future results
- Must be a collaborative team player
- Ability to work under pressure while managing multiple priorities and deadlines
- Ability to think strategically and to work independently in driving new initiatives or enhancing existing ones
- Very strong organizational skills
- Must be very comfortable with and knowledgeable about a variety of computer programs, design software, databases, and third party fundraising systems
- A passion for supporting Nova Scotians with disabilities is a must

Hours of Work

This is a full-time, salaried position which includes a full benefits package. Our office hours are 8:30 to 4:30 Monday to Friday, however, the Coordinator of Community & Donor Relations will occasionally be required to work outside of these hours.

The deadline to apply for this position is 4 pm, Friday, March 17th. Please submit a cover letter expressing your interest in this position and a résumé to easterseals@easterseals.ns.ca.

Thank you to all applicants for your interest in Easter Seals Nova Scotia, however only those selected for an interview will be contacted.