

AMC CANCER FUND JOB DESCRIPTION

Job Title: Resource Development Associate
Date Prepared: August 10, 2010
Department: Resource Development
Reports To: VP of Community Relations
Exemption Status: Non-Exempt

Position Overview

In accordance to the strategic plan, the Resource Development Associate is responsible for helping achieve the overall fundraising goals of the organization through event planning, marketing, volunteer development and fundraising efforts in order to achieve the mission of AMC Cancer Fund as a fundraising arm of the University of Colorado Cancer Center (UCCC).

Duties and Responsibilities

- Event Logistics and Fundraising
 - Lead and implement all logistical details for at least four annual staff-driven fundraising events
 - Execute events and other assignments in a cost effective manner so as to generate outstanding results in a fully accountable environment
 - Assist with development and management of event volunteer steering committees. Recruit additional members as needed
 - Maintain and steward relationships with event participants
 - Act as liaison for Family and Corporate teams participating in the annual Gift of Life and Breath 5k Run/Walk to optimize their fundraising efforts
 - Assist VP of Community Relations with marketing and public relation efforts to promote the events
 - Manage Facebook and Twitter pages for all events
 - Make presentations to groups interested in participating in events.
- Third Party Events
 - Work with volunteers to implement their events based on criteria set by staff and third party committee
- Database Management
 - Assist administrative assistant and bookkeeper with data entry
 - Monitor and manage all registrations, sponsorship support and in-kind support for events via the database
 - Run reports as requested by other staff members
- Volunteer efforts
 - Recruit AMC volunteers and committee members by attending volunteer recruitment fairs and becoming engaged with groups that place volunteers
 - In addition to managing event volunteers, coordinate with staff additional volunteer duties
 - Manage database records of volunteers to be matched with opportunities as they arise
- Marketing and Communications
 - Coordinate with staff articles and plans for printed newsletter
 - Craft and manage monthly e-newsletter

- Develop collateral materials for AMC events, in partnership with VP of Community relations and marketing volunteers
- Work with staff to maintain general AMC Facebook and Twitter pages
- Lead all social media strategies as they relate to events
- Creating and distributing press releases for each event, and as needed in addition
- Administrative Support
 - Participate, as needed, with community outreach and awareness events
 - Assist with cultivation and research of current and prospective donors
 - Gather and send AMC information and materials as requested
 - Assist in preparing and sending any mass mailings as directed by the Resource Development staff
 - Other duties as assigned
 - Participate in staff meetings; post event critiques and other activities designed to achieve constant improvements in AMC's organizational performance
 - Help to promote a collaborative and collegial workplace through effective communications and appreciation of the contributions of co-workers, volunteers and donors

Skills and Abilities

- Strong organizational skills and attention to detail
- Experienced in strategy development and implementation of social media marketing
- Strong interpersonal skills, ability to work well with people of various backgrounds
- Excellent database management skills required.
- Able to work under pressure and on multiple tasks.
- Excellent written communication skills, including proofreading.
- Ability to assist with prospect research.
- Ability to effectively utilize Microsoft Office Suite
- Ability to navigate and utilize internet and virtual communication tools.
- Exercises discretion in dealing with personal donor information.

Education and Experience

- Two years administrative, fundraising and/or event planning experience, preferably in nonprofit environment.
- Donor Perfect, Raiser's Edge or other database and/or customer management system experience required.
- Some weekend and evening work will be required.
- Strong in all aspects of Microsoft Office Suite.

AMC Cancer Fund is dedicated to raising awareness and funds for the University of Colorado Cancer Center to support its outstanding programs in cancer prevention, care, education, research and service to the nation.