

## **Development Associate for Special Events and Digital Engagement**

### **Job description**

#### **Overview**

Girls Inc. of Bay County is a 50 year old nonprofit, serving the Bay County area of NWFL - Panama City and surrounds. Our mission in service to girls ages 6-18 is to empower girls to be strong, smart and bold, while cultivating future leaders.

We are seeking a dedicated, experienced and detail-oriented team member to serve in a newly created role in support of our fundraising efforts and social media engagement initiatives.

The ideal candidate will possess strong organizational skills, a passion for development work, and the ability to manage multiple projects simultaneously. The best candidate will play a key role in community awareness of our organization, volunteer management, and event planning to help further our mission.

**Position goal:** Effectively coordinate and manage both event logistics and social media outreach, ensuring a smooth experience for participants and a strong online presence for Girls Inc. of Bay County.

#### *Responsibilities:*

#### **Digital Engagement:**

- Manage and grow the organization's digital presence, including social media platforms, website, and email campaigns.
- Create compelling content to share success stories, promote campaigns, and engage donors online.
- Monitor and analyze digital engagement metrics to refine strategies and increase impact.

#### **Special Events Planning and Execution:**

- Plan and coordinate all signature fundraising events.
- Develop event timelines, budgets, and promotional strategies to ensure successful execution.
- Collaborate with vendors, volunteers, and sponsors to deliver memorable experiences that align with our mission.

#### **Volunteer Coordination:**

- Recruit, train, and manage event volunteers to maximize their impact and enhance the overall experience.
- Maintain positive relationships with volunteers to encourage continued engagement.

#### **Support for Development Activities:**

- Assist the Impact Development Manager with donor outreach, acknowledgment letters, and other administrative tasks as needed.
- Support cross-departmental collaboration to align digital and event efforts with broader organizational goals.

## Qualifications

- Strong organizational skills and attention to detail
- Proficiency in databases and CRM software, particularly Bloomerang and QGiv Although we don't use Salesforce or Raiser's Edge, a working knowledge of these programs is helpful
- Experience in marketing, fundraising, and event planning
- Ability to manage social media platforms effectively
- Knowledge of research data collection and proposal writing
- Familiarity with nonprofit management and volunteer management practices
- A Bachelor's degree in a related field is a plus
- A minimum of 5 consecutive years successful experience in event planning and strategic social media strategies required

### **\*\*A cover letter and resume are required.**

Workdays and work location are flexible, but must be within Bay County, FL.

No calls please.

Job Type: Part-time

Pay: \$21.00 per hour

Benefits:

- 401(k) matching
- Paid time off

Schedule:

- Evenings as needed
- Monday to Friday
- Weekends as needed

Experience:

- consecutive: 5 years (Required)

Ability to Relocate:

- Panama City, FL 32401: Relocate before starting work (Required)

Work Location: Hybrid remote in Panama City, FL 32401