

MARKETING AND DEVELOPMENT COORDINATOR

Posted: February 10, 2012

The Dundalk Renaissance Corporation, www.dundalkusa.org, is a small but growing non-profit community development corporation and community-based membership organization focused on housing development and neighborhood promotion, commercial revitalization, greening, and community planning.

This full time salaried position offers a unique opportunity for a motivated, energetic, detail-oriented self-starter to play a substantial role in remaking greater Dundalk's image by improving our community's self-image, improving how the community is perceived by outsiders, and attracting new homebuyers and entrepreneurs to our community. In conjunction with improving Dundalk's image, you will also be building the Dundalk Renaissance Corporation's brand as an organization and raising funds to support our work. This will involve systematic relationship-building and management, grant writing and other fund appeals.

Responsibilities

Under the direction of the Executive Director, the Marketing and Development Coordinator will be responsible for several core areas of work with the aim of growing and expanding our marketing activities and the effectiveness of those activities:

Overall Plan, managing the development of a marketing plan including target markets, short and long term goals, etc. Some consultants and surveys may be undertaken as part of the plan development.

Communications, including producing our email newsletter, facebook and twitter postings, website updates. Key project will be the development of our Neighborhood Profiles and other sections of our website to help promote the best that Dundalk has to offer and familiarize prospective homebuyers with our neighborhoods. Also responsible for cultivating media coverage for DRC events/activities on TV, cable programs, newspapers, radio, etc. and creating new press opportunities.

Graphic Design, incl. producing DRC annual report, event fliers, house fliers, brochures, signage as needed.

Marketing Dundalk's Housing and Neighborhood Choices, incl. houses renovated by DRC. Key project will be organizing a home-buyer tour in partnership with Baltimore County, targeting active buyers to view homes in greater Dundalk. This will include cultivating relationships with Realtors, lenders, housing counseling agencies, hr departments, and other potential partners.

Community Pride Projects and Commercial Revitalization, including working with DRC's Community Projects Coordinator to generate press opportunities that present a positive image of neighborhoods and greater Dundalk, and assisting Main Street businesses in marketing their businesses to surrounding neighborhoods.

Fundraising and Development, including identifying ways to engage our membership, set goals and implement plan for increasing members and amount of contributions overall; help manage funder relationships and write new grants; lay groundwork for larger contributions to the DRC; and manage planning for DRC's annual fundraiser awards dinner.

Qualifications

Strong candidates will have and be able to demonstrate:

- Positive, outgoing personality and ability to build and maintain relationships
- Strong writing, interpersonal, and presentation skills
- Ability to manage multiple projects at once and meet deadlines
- Experience with grant writing and other fundraising activities
- Enthusiasm and commitment to DRC's mission and to promoting the community
- Proficiency in Microsoft Office suite required. Adobe Illustrator, InDesign, and Photoshop preferred. (DRC website uses content management software, so no HTML knowledge is needed.)
- B.A. or higher in marketing, communications, or related field
- 1 year or more of related work experience

Starting salary range for this position is \$36,000-47,000 plus health benefits. Friendly, fast-paced work environment. Equal Opportunity Employer.

To Apply:

Interested candidates should submit a cover letter, resume, and three references to DRC's Executive Director, Amy Menzer, at jobs@dundalkusa.org. We will accept applicants until the position is filled. No phone calls, please.