



Marketing and Development Coordinator

Milwaukee Community Crossroads

Interested candidates should email a cover letter and resume to bobb@mccli.org with "Marketing and Development Coordinator" in the subject line

Milwaukee Community Crossroads cultivates a vibrant Milwaukee community by helping individuals, families, and neighborhoods access basic needs, overcome barriers, and connect opportunities.

In partnership with the Director of Development, the Marketing and Development Coordinator advances MCC's mission by building community awareness, strengthening the organization's brand, and creating compelling communications that connect people to MCC's programs and impact. The position also supports donor engagement and stewardship through effective database management and communications.

Reports to: Director of Development

Schedule: Full time Exempt position, occasional weekend and evening commitments

Pay Rate: \$50,000 - \$58,000/annually, based on experience

Benefits: Health and dental insurance, pre-tax flexible spending account, 403(b) defined contribution retirement plan with 3% match, generous paid time off package starting at 20 days per year for full-time employees and 12 paid holidays, phone/technology stipend for eligible positions.

Work Location: Hybrid work model: Up to 2 remote days per week after a 30-day introductory period and based on performance. The Marketing and Development Coordinator's office is located within Milwaukee Community Crossroads' main site, working alongside programming and community members. The position includes travel to MCC program sites throughout Milwaukee County.

Duties and Responsibilities Include:

Marketing and Communications

- Develop and maintain a strong understanding of MCC's mission, programs, target populations, community impact, and organizational vision.
- Support the development and implementation of marketing and communications strategies that advance the mission, programs, and fundraising goals of Milwaukee Community Crossroads (MCC).

- Develop and lead MCC's social media strategy in alignment with overall marketing, communications, and fundraising goals. Create, schedule, and publish engaging content across social media platforms; monitor audience engagement; and track and report performance metrics.
- Work closely with program staff to identify and develop compelling impact stories, participant experiences, and program highlights that demonstrate MCC's impact.
- Create compelling, donor-centered communications, including annual appeals, e-newsletters, program updates, and other fundraising materials that clearly communicate MCC's impact and include a strong call to action.
- Design, develop, and distribute visual marketing materials, including annual reports, flyers, postcards, infographics, presentations, event materials, and other print and digital communications, in collaboration with the Director of Development and Program Leaders.
- Maintain and regularly update MCC's website, Google Business profiles, and other online platforms to ensure information is current, accurate, and engaging.
- Develop and maintain relationships with local media contacts and support media outreach, including drafting press releases and coordinating media opportunities.
- Establish and maintain an organized photo and video library that reflects MCC's programs, participants, staff, events, and community impact.
- Help ensure consistent use of MCC's brand, voice, and visual identity across communications and marketing materials.
- Ensure all marketing and communications materials are professionally designed and formatted, accurate, proofread, and appropriately edited before distribution.

Database Management and Donor Stewardship

- Manage MCC's donor database, including creating and maintaining accurate donor profiles, pulling reports, and ensuring data integrity within MCC's donor database.
- Prepare and send timely donor acknowledgment letters and other stewardship communications in coordination with the Director of Development.
- Assist with the preparation, coordination, and distribution of donor appeals, including annual, planned giving, targeted, and special appeals.
- Assist with maintaining accurate records related to donor communications, sponsorships, event participation, and other engagement activities.

Event Planning

- Assist with the planning and execution of MCC's fund development and program events, including invitations, guest communications, event logistics, and follow-up.
- Lead annual silent auction solicitation efforts, including identifying prospects, conducting outreach, securing donated items, tracking commitments, and coordinating materials.

Qualifications Desired Include:

- 3+ years of marketing and communications experience preferred.
- Passion for compelling storytelling and creating engaging visual and written content that connects people to MCC's mission and impact.
- Tenacity, critical thinking, and the ability to connect prospective supporters with the organization's mission.
- Strong organizational, written, and verbal communication skills.
- Ability to work independently and collaboratively with diverse community members, supporters, board members, partners, staff, and volunteers.
- Ability to maintain a high level of confidentiality and attention to detail.
- Experience with WordPress, Canva, and Mailchimp preferred.
- Experience with donor database management; Blackbaud eTapestry preferred.
- Bachelor's degree in a relevant field is a plus.

Equal Opportunity Employer

Milwaukee Community Crossroads does not discriminate against any employee, applicant for employment, or client because of race, color, religion, national origin, sex, gender identity, sexual orientation, age, disability, veteran status, or other applicable legally protected characteristics. Milwaukee Community Crossroads is an equal opportunity employer.