



Job Description

Job Title: Development & Marketing Coordinator
Department: Development & Marketing
Reports To: Chief Development Officer
FLSA Status: Exempt
EEO Class: Professional (2)
Approved By: Chief Development Officer **Date:** 1.16.2025

Bridgewell Mission: "Connecting People with Possibilities"

Bridgewell inspires hope and empowers people experiencing life challenges to achieve their fullest potential.

DEIB Statement: Bridgewell strives to reflect the diversity of our employees and the people we serve by cultivating an equitable, inclusive environment that empowers everyone to be their authentic selves. We encourage, support, and celebrate the many voices and cultures of Bridgewell. With dignity, caring, integrity, and respect at our core, we embrace the diverse experiences that enrich our community daily.

Summary: The Development & Marketing Coordinator provides essential administrative and operational support for the Development & Marketing Department. This includes working closely with the Chief Development Officer to execute the fundraising and communications goals of the organization, including managing and implementing department operations functions such as gift processing, reporting and acknowledgement, and event logistics. The Development & Marketing Coordinator must be adept at communicating Bridgewell's impact to a wide variety of audiences via written word as well as being highly efficient in managing our Raiser's Edge fundraising database, stewardship communication and outreach initiatives,, and organizing and implementing special events.

Essential Duties & Responsibilities:

- Manage and maintain the Raiser's Edge donor database to include basic donor information, donations, and donor acknowledgements.
- Utilize the donor database to pull reports, mailing lists, and donor records to assist in fundraising efforts such as individual requests, annual mailings, grant requests, and Board of Directors updates
- Ensure donations are accurately accounted for in Raiser's Edge, including in-kind and restricted donation tracking, and send all gift acknowledgements in a timely fashion.
- Manage the accounting and administration of the monthly recurring giving and memorial giving programs.
- Provide reporting to Finance Department associates as needed to reconcile gifts in Financial Edge.
- Assist with the logistical planning and executing of Bridgewell's annual gala and other special event activities, including but not limited to event logistics, auction and raffle coordination, mobile bidding and online auction sales using Greater Giving, data collection, RSVPs, mailings and reporting.
- Assist with staffing of volunteer committees, including meeting preparation, materials and tracking follow-up responsibilities.
- Assist with donor cultivation and stewardship events, including VIP tours and open houses.
- Maintain core training certifications and complete timely all mandatory training courses based on Bridgewell's policies and procedures including FA/CPR certification.
- Demonstrate the core philosophy of universal supports by embracing Bridgewell's core values: dignity, respect, caring, integrity, safety and wellness
- Support, respect, and promote an environment which fosters Diversity, Equity, Inclusion and Belonging for all employees and people in our services.



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- Other duties as assigned.

Required Education/Experience:

- A bachelor's degree in a related field is required.
- 2-4 years of progressive and successful experience in a similar role is required.
- Raiser's Edge and Greater Giving experience will be strongly preferred.

Required Skills/Knowledge:

- Excellent communication, interpersonal and organizational skills.
- Accuracy and attention to detail is essential.
- Ability to establish and maintain effective professional working relationships.
- Flexible, adaptable, reliable and able to prioritize in a constantly changing environment.
- Ability to effectively interact with donor constituencies.
- Occasional night or weekend commitment required for Bridgewell sponsored functions.
- Proficiency in Raiser's Edge or comparable fundraising database system will be strongly preferred.
- Microsoft Office experience is a must, including Excel, Outlook, PowerPoint, Teams, and Word.
- Experience with a special event fundraising platform such as Greater Giving will be strongly preferred

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of the job. While performing the duties of this job, the employee:

1. Prolonged periods sitting at a desk and working on a computer.
2. May occasionally climb stairs and lift up to 25 pounds.
3. The employee must be able to travel off-site to program locations if needed.

Employee Acknowledgement:

I have read and received a copy of my job description. I understand that Bridgewell has the right to amend the job description at their discretion.

Employee Name: (Print) _____

Employee Signature: _____ Date: _____

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Bridgewell Competency Model

Leading Self	Leading Others	Leading Leaders	Leading Function/Service Line
(Self) Management skills: <ul style="list-style-type: none"> Proficient in planning, prioritizing, and executing assigned tasks efficiently and on time. Establishes and adheres to monitoring and control routines for work plans and responsibilities. Ensures compliance and efficiency by following organizational policies, procedures, and standards. Practices healthy self-care and promotes a sustainable work-life balance. Identifies and utilizes resources to achieve departmental objectives effectively. Demonstrates the core philosophy of the universal supports by embracing Bridgewell's values: dignity, respect, caring, integrity, safety and wellness. 	Management Skills: <ul style="list-style-type: none"> Sets priorities for self and team in alignment with departmental goals. Delegates tasks effectively, communicates expectations clearly, and establishes deadlines. Monitors progress and provides guidance to ensure timely task completion. Demonstrates fairness, objectivity, and adherence to organizational work standards for self and team. Develops and implements financial and budgetary processes for departmental efficiency. Understands organizational vision and mission, aligning departmental goals while adapting to external changes. Fosters a culture of self-care and team well-being. Role models the core philosophy of universal supports and promotes Bridgewell's values: dignity, respect, caring, integrity, safety and wellness across their teams. 	Business Management: <ul style="list-style-type: none"> Establishes systems and processes to achieve departmental and organizational goals. Communicates and implements changes in plans or priorities effectively. Ensures consistent compliance with policies, procedures, and regulations across teams. Operates as a strategic thinker, focusing on long-term results over short-term gains. Guides cross-functional collaboration and resource optimization to meet objectives. Role models the core philosophy of universal supports and promotes Bridgewell's values: dignity, respect, caring, integrity, safety and wellness across their teams. 	Business Management <ul style="list-style-type: none"> Develops infrastructure to achieve strategic functional goals while ensuring cost efficiency. Evaluates the financial and operational implications of decisions to maintain sustainability. Identifies opportunities for service expansion and fosters synergy in implementation. Demonstrates organizational intelligence and industry awareness to drive long-term impact. Leads cross-organizational projects effectively, utilizing all available resources. Cultivates an environment where the core philosophy of universal support is embraced and promoted across all teams.
Relationship Building: <ul style="list-style-type: none"> Communicates effectively, both verbally and in writing. Actively listens and demonstrates empathy and understanding. Builds strong interpersonal connections with people in our services and peers. Sets clear boundaries while showing compassion and respect. 	Relationship Building: <ul style="list-style-type: none"> Engages effectively with stakeholders, regulatory bodies, and team members. Promotes team collaboration and manages conflict constructively. Fosters an environment of mutual respect and teamwork to achieve goals. Facilitates discussions/meetings in an efficient and productive way Understands own and other people's feelings and self-reflects on communication style 	Relationship Building: <ul style="list-style-type: none"> Facilitates effective cross-departmental collaboration and alignment. Builds relationships with internal and external stakeholders to drive results. Promotes the "greater good" through strategic communication and actions. Creates and delivers a presentation that effectively communicates information and ideas. 	Relationship Building: <ul style="list-style-type: none"> Excels in public speaking, maintaining a confident and engaging presence. Represents the organization effectively with stakeholders and regulatory bodies. Develops strategic partnerships and negotiates solutions for mutual success.
People Development: <ul style="list-style-type: none"> Demonstrates openness to feedback and a commitment to continuous learning. Takes accountability for personal growth and implements self-development plans. Shares knowledge with peers and acts as a role model. 	People Development: <ul style="list-style-type: none"> Coaches and mentors team members to enhance their skills and performance. Creates a supportive learning environment that encourages growth and development. Recognizes and retains high-potential employees through effective supervision. Gives constructive feedback in a consistent, fair and equitable manner 	People development: <ul style="list-style-type: none"> Guides first-line leaders in fostering team development and learning. Identifies and nurtures potential leaders within and beyond the department. 	People development: <ul style="list-style-type: none"> Aligns leadership development with organizational strategies and goals. Drives cross-functional learning and empowers leaders to build high-performing teams. Sets an example of continuous improvement and openness to feedback.
Leadership skills: <ul style="list-style-type: none"> Aligns with organizational vision and values. Adapts to changes and proactively resolves obstacles. Identifies opportunities for improvement and fosters inclusivity. 	Leadership skills: <ul style="list-style-type: none"> Adapts leadership style to suit diverse situations and team needs. Encourages employee engagement and ensures an inclusive work environment. Communicates changes effectively and fosters a culture of innovation Leads by example and holds their team accountable through positive reinforcement 	Leadership skills: <ul style="list-style-type: none"> Cultivates accountability and constructive dialogue among teams. Promotes self-reliance and critical thinking among first-line leaders. Anticipates operational challenges and resolves root-cause issues proactively. 	Leadership skills: <ul style="list-style-type: none"> Develops strategic plans aligned with organizational goals. Encourages open communication and fosters diversity, equity, and inclusion. Manages complex changes effectively, ensuring alignment with strategic objectives.