



JOB DESCRIPTION

Job Title: Development Coordinator
Department: Administration
Reports To: Chief Development Officer
FLSA Status: Exempt

Founded in 1986, CarePartners is a local nonprofit organization that provides care, education, and support to older adults, including those with dementia, and their family caregivers.

Position Summary: The Development Coordinator plays a key role in advancing CarePartners' mission by increasing community awareness, supporting fundraising efforts, and executing events. This position is responsible for coordinating marketing initiatives, managing communications, and planning events that engage donors, volunteers, caregivers, and the broader community.

Key Responsibilities:

Marketing & Communications (70%)

- Create and produce the organization's communications and marketing materials to support key programs and strategic initiatives. These include monthly newsletters, email communications, event promotions, flyers, annual report, and website content.
- Develop and manage social media content that highlights participant stories, caregiver impact, and program outcomes. Includes posts and short videos/reels on Facebook, LinkedIn, and Instagram).
- Manage and grow CarePartners' social media presence with engaging, mission-driven content.
- Capture photos, videos, and testimonials to support storytelling efforts.
- Assist in developing and implementing marketing strategies to promote CarePartners' programs and services.
- Ensure consistent messaging and branding across all platforms.
- Maintain and update the organization's website with current and relevant content.
- Manage email marketing campaigns, including audience segmentation and performance tracking.
- Draft press releases, media pitches, and organizational announcements.
- Maintain event calendars, marketing content schedules, and requests.

Events & Development (30%)

- Help plan and execute fundraising events, community outreach events, and other organization events.

- Help coordinate logistics, including venue, vendors, sponsorships, timelines, and volunteer support.
- Serve as the primary point of contact for event partners and participants.
- Manage event budgets and track expenses.
- Other administrative duties as needed.

Qualifications:

- Bachelor's degree in Marketing, Communications, Public Relations, or related field (or equivalent experience).
- Minimum 3-5 years of experience in marketing, communications, or nonprofit development.

Required Skills:

- Exceptional writing, editing, and storytelling skills.
- Experience managing social media accounts and digital campaigns.
- Strong organizational skills with the ability to manage multiple priorities.
- Basic proficiency in Microsoft Office, email communication.
- Experience with Canva or similar design tools.

Preferred Skills:

- Familiarity with email marketing platforms (e.g., Constant Contact)
- Basic photography and/or videography skills.
- Experience with website management (e.g., WordPress)

Work Environment:

- Primarily office-based with occasional off-site meetings and events.
- Some evening and weekend hours are required for events.
- Opportunity for occasional remote work, based on schedule and organizational needs.

Benefits:

- Employer-subsidized medical, dental, and vision
- 401(k) with 100% match up to 5%
- 100% employer-paid life and AD&D

Compensation Range: \$50,000 - \$60,000 per year

Position Location: 3838 Aberdeen Way, Houston, TX 77025

To apply, please email your resume to nrasco@carepartnerstexas.org