



Outreach & Fundraising Coordinator

Reports to: Executive Director

Status: Full-Time, Hourly (32 hrs/week), \$22/hour

Organization: Central Coast State Parks Association (CCSPA)

Role Overview

The Outreach & Fundraising Coordinator is responsible for delivering recurring, high-visibility fundraising campaigns and publications that are critical to CCSPA's annual revenue, donor retention, and public engagement. The Outreach & Fundraising Coordinator is responsible for leading CCSPA's fundraising, donor engagement, outreach, and communications efforts in support of educational, interpretive, and volunteer programs across Central Coast State Parks. This role integrates **development strategy, grant management, community outreach, marketing, event coordination, and intern supervision** to ensure sustainable funding and strong public engagement.

Working closely with the Executive Director and the team, the Outreach & Fundraising Coordinator serves as a liaison between CCSPA, donors, partners, volunteers, and the broader community.

Core Responsibilities

Fundraising & Development

- Support the Executive Director in developing and implementing CCSPA's annual fundraising strategy and fundraising goals
- Identify, research, write, submit, manage, and report on grants from foundations and public/private sources
- Maintain and manage donor and membership records using Fundly and Bloomerange
 - Gift processing, acknowledgements, renewals, and donor communications
- Cultivate and steward relationships with donors, sponsors, foundations, and community partners
- Track donations and prepare impact reporting for donors, grants, and board reporting
- Create development materials including campaign messaging, graphics, emails, letters, and outreach materials
- Collaborate with staff to brainstorm and implement fundraising campaigns and initiatives
- Plan, execute, and manage multiple fundraising campaigns annually, including but not limited to:
 - Spring Appeal/ Friendship Renewal / Membership Campaign
 - Year-End Giving Campaign
 - Targeted appeals and seasonal or program-specific fundraising initiatives
- Develop campaign timelines, messaging, outreach materials, and tracking mechanisms

- Coordinate campaign execution across digital platforms, email, website, social media, and print materials
- Monitor campaign performance and adjust strategies to improve engagement and revenue

Outreach, Communications & Marketing

- Manage CCSPA's social media presence across platforms (Instagram, Facebook, LinkedIn, ScreenCloud, etc.)
- Create and oversee digital and print outreach content consistent with CCSPA branding
- Serve as a public-facing representative of CCSPA at outreach events, community meetings, and State Parks programs
- Collaborate with State Parks staff and partners to promote programs, events, and educational initiatives
- Manage and update CCSPA's website, including:
 - State Park Guided Hikes content
 - Event information
 - Photos and visual storytelling
- Coordinate and contribute to/create newsletters and public communications

Event Coordination & Support

- Coordinate and support community and fundraising events including:
 - Mind Walks
 - Butterfly Ball
 - Retail and outreach events
- Oversee event promotion, logistics, vendor/sponsor outreach, and day-of coordination as needed
- Maintain public-facing event calendars and promotional schedules

Intern & Volunteer Management

- Recruit, supervise, and support interns across outreach, events, and photography
- Provide guidance, feedback, and quality control for intern-created content
- Coordinate intern workflows to ensure efficiency of events, campaigns, and communications
- Support intern development and ensure alignment with CCSPA goals

Reporting & Organizational Support

- Analyze campaign and outreach performance and prepare reports for the Executive Director and Board
- Contribute to organizational planning, strategy discussions, and cross-team collaboration
- Assist with administrative and operational tasks as needed
- Maintain institutional knowledge and documentation to support continuity and sustainability

Publications & Donor Communications

- Produce Winter and Summer edition **Nature Notes magazine**, serving as a flagship donor and community communication tool
 - Coordinate all aspects of Nature Notes production, including:
 - Content planning and editorial direction
 - Writing and/or editing articles
 - Coordinating graphics, photography, and layout
 - Collaborating with staff, interns, State Parks partners, and contributors
 - Managing production timelines and distribution
 - Ensure Nature Notes aligns with CCSPA's mission, branding, fundraising goals, and donor stewardship efforts
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Key Skills & Competencies

- Fundraising strategy and grant management
- Written communication and storytelling
- Relationship-building and donor stewardship
- Project and time management
- Digital marketing and content creation
- Event coordination
- Data tracking and reporting
- Intern supervision and mentorship