



Position: Development & Marketing Coordinator (DMC)

Organization: After School All-Stars

Location: Newark, NJ

Status: Full-time, exempt

ORGANIZATION BACKGROUND:

Founded in 1992, [After-School All-Stars](#) is a national non-profit organization which provides free, daily afterschool programs to more than 140,000 children in need at 725 school and community sites in 19 chapters across the U.S. Our goals for our All-Stars are the same we have for our own children: to be healthy and active, to graduate high school and go on to college, to find a job that they love and to give back to their communities. We achieve this by identifying and fueling our students' individual passions, tying their interests to tailored academic support, enrichment and health and fitness programming.

A UNIQUE OPPORTUNITY:

After-School All-Stars is currently seeking a Development & Marketing Coordinator (DMC), with a focus on new business Fundraising for the New Jersey Chapter. Reporting to the Executive Director, the DMC's primary responsibility will be to identify, steward, and secure new private funders to support the chapter's operations and programming.

The majority focus of role will be to cultivate new individual donors, steward corporate and foundation relationships, and oversee the chapter's fundraising events. The DMC will work collaboratively with the Executive director, the chapter's Board of Advisors, and the national development team. This is an ideal position for an up- and-coming fundraiser who is looking for an opportunity to establish a career as a leader in non-profit development.

SPECIFIC RESPONSIBILITIES:

DEVELOPMENT

- Plan and strategize with the executive director and Board of Advisors to solicit large individual gifts and increase event revenue.
- Research and identify new funding prospects capable of supporting ASAS major gifts and donations.
- Develop and lead a comprehensive multi-year individual giving strategy that both complements and supports the chapter's fundraising efforts and strategy.
- Conduct cold outreach (email, phone, in-person networking at industry events), resulting in pitching to and soliciting large donations from new funders to the organization
- Develop strategies and plans for cultivating and soliciting meetings with donors.
- Establish, cultivate, and maintain relationships with corporate/foundation program officers, government officials, marketing professionals, and executives.
- Prepare and write proposals for new and continuing funding opportunities.
- Prepare and submit grant reports to funders.
- Manage internal processes for tracking donors, prospects, sponsors and funding, including maintaining accurate records of relationships, deadlines and funding requirements and ensuring compliance with applicable reporting guidelines.

MARKETING

- Develop marketing partnerships that raise awareness of the ASAS brand, support the organization's fundraising goals, and highlights the impact ASAS makes in the community.
- Develop, manage and post content for social media, event promotion and websites.
- Ensure that marketing and fund development are carried out in keeping with the organization's values, mission, vision and plans.
- Manage photo library and edit photos for use in communications vehicles.
- Outreach to external and internal stakeholders to expand applications and retention of accepted students, including through Mailchimp and social media outlets.



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- Travel to off-site meetings, trainings and events
- Other duties as assigned.

WHO SHOULD APPLY?

The DMC should embody ASAS's core values: accountable, collaborative, transparent, proactive, and entrepreneurial, and demonstrate a commitment to the mission of helping kids succeed in school and in life. This individual will have demonstrated success in development and fundraising, building new relationships, and working in a collaborative style. S/he will be excited to pitch and cultivate new donors and execution of donor activations. The DMC should be an ambitious professional who enjoys working in an entrepreneurial setting and is eager to build a growing development department. Strong written and oral communication skills are essential. Experience with grants and a successful fundraising track record in New Jersey is preferable.

The ideal candidate will also demonstrate the following:

- 3 to 5 years of relevant experience in fundraising, especially new business development
- Demonstrate strong writing skills.
- Experience and enthusiasm for writing to a range of audiences in various formats
- Dependable, conscientious, detail oriented and capable of managing deadlines.
- Knowledge of social media platforms such as Instagram, X, Threads and LinkedIn, and also planning programs such as Hootsuite
- Capable of working independently as well as part of a team
- Flexible and able to adapt to a fast-paced, ever-evolving environment.
- Strong program management skills, a keen eye for style and branding, and a passion for storytelling through digital platforms
- An undergraduate degree is required.

SALARY AND BENEFITS:

The starting salary for this position is commensurate with the qualifications and experience of the individual candidate. ASAS promotes a healthy work/life blend and offers a competitive benefits package, including but not limited to:

- Medical, with two tier options
- Dental, with two tier options
- Vision
- Employee Assistance Program
- Short-term and long-term disability options
- Life insurance
- Optional employee critical illness plan coverage
- 403 (b) plan, with employer match
- Substantial paid time off in the first 3 years with a progressive increase in years 4-5, and then again once you have been employed for over 5 years.
- Up to 25 paid holidays a year
- Discounted ticket program
- ASAS is an eligible nonprofit employer for the Federal Public Service Loan Forgiveness (PSLF) Program.

ASAS is an equal opportunity employer and candidates of diverse backgrounds are encouraged to apply.

HOW TO APPLY:



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Please submit a **resume and cover letter** in PDF format via e-mail to: asasnj@afterschoolallstars.org. Please put "DMC" and your last name in the subject heading.

LEARN MORE ABOUT AFTER SCHOOL ALL-STARS:

To learn more about ASAS, please visit our website: www.afterschoolallstars.org.