

**MACLA/Movimiento de Arte y Cultura Latino Americana**  
**Individual Donor Coordinator**

**Individual Donor Coordinator** – MACLA/Movimiento de Arte y Cultura Latino Americana is seeking a highly motivated *Individual Donor Coordinator* who is passionate about motivating people to join the organization with a financial gift.

**MACLA/Movimiento de Arte y Cultura Latino Americana** is an inclusive contemporary arts space grounded in the Chicano/Latino experience that incubates new visual, literary, and performance art in order to engage people in civic dialogue and community transformation.

**Position Description**

Under the supervision of the Executive Director, the *Individual Donor Coordinator* will engage entry level individual donors and support overall donor activities at MACLA. This is a new, full-time position that is meant to increase individual donor participation. This person is genuinely interested in people, will attend MACLA's programs and donor events, talk with prospective donors to learn of their interests, and invite people to join the organization. The *Individual Donor Coordinator* will perform a range of duties from prospect research to writing donor renewal, acquisition and thank you letters, managing the donor database (Salesforce), updating donor collateral, overseeing direct mail and email campaigns, and supporting the Executive Director and Board on mid-level, major gifts and capital campaign prospects.

MACLA's current entry-level individual donor portfolio is approximately 100 people; this position is expected to meet annual growth plans to engage new individuals and increase giving levels of existing supporters. This person will be able to write in a clear, concise and compelling manner, with the ability to edit their work. This position leads the entry-level individual donor efforts interfacing with senior management and the newly created fund development team.

**The Individual Donor Coordinator will:**

- Maintain the annual individual donor engagement calendar comprised of events, cultivation and stewardship activities, written communications, all tracked in Salesforce
- Focus on entry-level (\$1-249) individual donor development and grow base supporters
- Serve as lead Salesforce staff person and interact with on-call tech support
- Support solicitations by the Executive Director and board members by preparing background information on mid-level and major donors
- Work with Executive Director to identify donors who are prospects for upgrades
- Conduct prospect research and develop written donor profiles
- Write donor renewal, acquisition and thank you letters
- Prepare mail merges to send donor communications via hard copy and electronic communications
- Generate renewal and acquisition lists, analyze data for giving patterns, develop Salesforce campaigns and track progress
- Lead email opt-ins with a "Welcome to MACLA" message
- Staff donor table at MACLA programs, South First Fridays, and select external events
- Provide excellent customer service
- Communicate in grammatically correct English
- Prepare monthly donor status reports, track and report on metrics
- Manage online giving, donor matching forms, and research new technology such as text-to-give
- Maintain fund development collateral including brochures, stationery, envelopes, etc.
- Support donor events, the Annual Latino Art Auction, etc.
- Work some evenings and weekends for program and events
- Other duties as assigned

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**Requirements:**

The successful candidate will be equally adept at engaging people in person, writing about MACLA's work, administrative tasks, along with data management and research. You should be passionate about MACLA's mission and be characterized by initiative, problem solving ability, flexibility, responsiveness and personal accountability.

This person will:

- Combine strong organizational skills with a meticulous attention to detail
- Listen carefully and authentically engage people in conversation about the organization's work
- Have superb interpersonal skills and the ability to communicate effectively with all constituents
- Be a strong collaborator; be ready to help others on the smallest task or take initiative to solve a problem
- Have strong analytic skills and the ability to make sound decisions in a strategic manner
- Prioritize and perform at a high level in a fast-paced entrepreneurial environment

The **Individual Donor Coordinator** is a full-time non-exempt position that reports to the Executive Director and will work collaboratively with all staff members.

**Qualifications:**

- Bachelor's degree, with a minimum of 3 years of work experience
- Proficiency in Microsoft Office Suite, Salesforce experience is preferred
- A professional and resourceful style; the ability to work independently and as a team player, to manage multiple tasks and projects at a time
- Exceptional written and oral communications skills
- Strong organizational, project, and time management skills with attention to detail
- Deep passion and commitment to advancing Latino arts and culture
- Valid California Driver's License and proof of auto insurance required
- Bilingual (Spanish/English) verbal, a plus
- Ability to lift 25lbs. at a minimum

**Compensation:**

The annual salary for the *Individual Donor Coordinator* is \$43K - \$50K depending on experience. MACLA offers a competitive benefits package which includes medical, dental, paid holidays, vacation, and sick time, along with professional development resources.

**To apply, send the following to [HR@maclaarte.org](mailto:HR@maclaarte.org) with Individual Donor Coordinator in the subject line**

- Cover letter (specifically state how your experience and skills relate to the position)
- Résumé
- Professional writing sample

Due to the high volume of interest, regrettably, we cannot respond to individual applicants. If you are selected as a potential candidate, MACLA will contact you to schedule an interview. No phone calls.