

The VFW Kansas City MO Office has a position opening as described.

DEPARTMENT: Development

JOB TITLE: Direct Mail Project Coordinator-All Donor

NATURE OF WORK:

Direct Mail Project Coordinator manages day-to-day production of all VFW and Auxiliary Member Programs, National Veterans Service, Non-Member Donor, and other Special Projects. Responsible for monitoring each campaign to ensure they are reaching initial objectives in terms of response rates and quality, and that all mail dates are met. Project Coordinator must ensure all campaigns accurately reflect the mission and objectives of VFW and helps to improve the members and non-member donors' perception of VFW.

TYPICAL DUTIES AND RESPONSIBILITIES:

Manage day-to-day production of Member, Auxiliary, National Veterans Service, Non-Member Donor and Special Project campaigns to ensure they are completed in an orderly, timely and professional manner.

Read and understand the concept and projections of each campaign, proofread, and edit copy and art to ensure accuracy and VFW mission is reflected properly in the message, as well as meeting Joint Cost Analysis requirements.

Circulate each campaign for complete approval process to production staff, Production Manager, Director of Development, Communications staff, and Adjutant General.

Communicate all necessary corrections and changes to the concept and/or campaign pieces to vendor by deadline and review all final corrections prior to vendor printing materials to ensure all changes have been made.

Review all data, imaging, insertion, embedded links, and caging instructions to ensure proper set-up and processes are in place for final execution of each campaign for all vendors.

Update production checklist on daily basis to ensure all campaigns are on schedule and vendor has provided all required information and documents for in-house production file.

Receive, track, distribute and file live samples of all mailings.

Coordinates back-end fulfillment with vendor to ensure all fulfillment items are produced and received, and the fulfillment process is completed within the time VFW promises delivery to donors.

NATIONAL HEADQUARTERS

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Provides pertinent information to Director of Development and other Development Department Managers to ensure everyone is aware of any problems or concerns regarding fundraising campaigns.

Coordinates communications to other departments within VFW Headquarters to ensure they are aware of campaign launch dates in the event they should receive any inquiries.

Assists in planning, coordinating and implementation of Member, Auxiliary, Non-Member donor and Special Projects to ensure revenue objectives of Development are met. Failure to do so results in a cash flow shortage for VFW National Headquarters.

Assist in development and introduction of new revenue concepts to enhance Member, Auxiliary, Non-Member donor and other Special Projects as well as monitors integrity and security of member and non-member lists being used by vendors.

Creates and updates tracking and informational spreadsheets, correspondence, and reports for internal and external dissemination.

Directs creation of ad slicks for Member and Auxiliary campaigns to be uploaded to VFW's website for use by offices of the individual State Headquarters.

Develops own personal knowledge of direct mail fundraising and the VFW in order to improve Member, Auxiliary, Non-Member donor and Special Projects.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:

College degree or at least one (1) year(s) experience in same or closely related field.

Intermediate to advance understanding of database management, Microsoft Word, Excel, and presentation software.

Proficient proofreading and editing skills.

Organizational skills and ability to prioritize multiple projects to implement direct mail for the VFW.

Strong communication skills.

SCOPE OF POSITION:

Reports directly to Production Manager.

Will make some decisions on how VFW Member, Auxiliary, Non-Member donor and Special Projects work is done but limited by the decisions of the Production Manager and Director of Development Department.

Typical contacts are with vendors, members, donors, and VFW staff up to 40% of the time to answer questions and assist in the coordination of plans.

Has some financial impact on the VFW through production of fundraising programs for VFW Member, Auxiliary, Non-Member donor and Special Projects.

WORKING CONDITIONS:

Normal office environment with computer and phone usage up to 60% of the workday to plan and coordinate with vendors and staff.

Lifting, carrying and moving boxes and packages of samples of one to twenty pounds, 15% of the workday.

MAJOR ACCOUNTABILITIES:

Ensures projects are following the prescribed production and quality guidelines to assist in meeting the fiduciary responsibility of Development.

Ensures relationships with outside vendors, members, non-member donors and staff reflect the best interests of the VFW.

Ensures responses to complaints and concerns represent the best possible effort to resolve issues brought forward by inquiries.

The above duties are general in nature and are not intended to reflect all of the duties that may be reflected of the incumbent.

*This position is not eligible for relocation assistance. *