

Title: Digital Coordinator  
Reports to: Development & Communications Manager  
Status: Full Time  
Compensation: Based on Experience

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**Overview:** Appetite For Change is a North Minneapolis nonprofit organization that uses food as a tool to build health, wealth and social change. AFC believes food is at the center of thriving communities, and works to make good food in all its forms more available in North Minneapolis.

**Position Description:** Appetite for Change is seeking a digital coordinator to assist in database management across multiple departments. The digital coordinator will help maintain and organize data for use by AFC's Communications, Development, Programmatic, and Leadership staff. Their primary responsibilities include running data queries, maintaining data integrity and security and ensuring the proper sorting and organizing of databases.

**Core Responsibilities:** Database Management, Salesforce Customization, Data/Software Integration

#### **Database Management**

- Manage all facets of AFC's development database (Salesforce) including individual donations, gift acknowledgement status, grant and prospect tracking, program evaluation and more.
- Create best practices for database management including inputting donor, foundation, corporate, grant, and evaluation information.
- Responsible for ensuring the overall accuracy and integrity of the database.
- Preparation and segmentation of donor lists in preparation for mailings.
- Assist with fundraising and cultivation strategies by tracking relevant donor/prospect information.
- Maintain data collection systems where staff are able to share stories, data and impact that can be frequently updated.

#### **Salesforce Customization**

- Work with Salesforce Customization consultant to make changes to the database necessary to meet the needs of AFC
- Be the liaison between AFC staff and Salesforce consultant to ensure that the system is working for all departments, and that data is being properly collected and displayed
- Research and assess third party apps or other Salesforce add-ons to determine database customization needs.

#### **Data/Software Integration**

- Coordination of syncing between Salesforce, Mail Chimp, and Toast to ensure and maintain data consistency.
- Establish processes and maintain current systems to collect quantitative and qualitative data across all programs.
- Run analytical reports for Development, Communications, Program and Leadership teams.
- Analyze data across digital platforms (website, Facebook, Twitter, etc.) to inform and strengthen communications strategy.

- Trends analysis of data across AFC programs including Youth Training and Opportunities, Adult Training and Opportunities, and Community Cooks.
- Implement process to send regular report reminders with relevant outcomes to appropriate staff members

\*\*\* **Other duties as assigned.**

**The ideal candidate will possess the following skills and attributes:**

- Familiarity with database management
- Demonstrated analytical and relationship building skills, with the ability to recognize and prioritize opportunities to achieve goals
- High level of personal organization and attention to detail, with demonstrated accuracy and ability to meet deadlines
- Ability to balance multiple projects and priorities simultaneously
- Exceptional communication skills, both verbal and written
- Ability to work independently, with minimal supervision
- Proficiency in Mail Chimp, Google Drive and Microsoft Office
- Proficiency across all social media platforms
- Experience working with diverse communities
- Interest in food, nutrition, and social justice

**Qualifications**

- A minimum of 1-2 years database experience required
- Salesforce proficiency required
- Non-profit experience preferred
- Bachelor's degree preferred
- Valid Minnesota Driver's License and access to reliable transportation

**To Apply**

Email cover letter and resume to Development & Communications Manager Blaire Molitor: [blaire@afcmn.org](mailto:blaire@afcmn.org). Applications will be reviewed as they are received. Candidates selected for interview will be requested to provide professional references.

*AFC provides equal employment opportunity (EEO) to all persons regardless of race, religion, color, gender identity, sexual orientation, parental status, national origin, age, disability, family medical history or genetic information, political affiliation, military service, or other non-merit based factors.*