



The Barrington Area Council on Aging (Bacoa) has a mission to promote vibrant, healthy aging by providing information, advice and counsel, education, and support to older adults, families and caregivers.

Bacoa is Redefining Aging and helping older adults live life on their terms. Our services and programs help older adults maintain a quality of life that matches their needs, their wants and their abilities. The course of aging is viewed differently now than in previous generations. Today many people maintain busy lives full of activities that include social engagements, travel, and vigorous pursuit of “bucket list” experiences. Bacoa has adapted its programs to meet these ever-changing needs.

Bacoa recognizes that every individual ages differently and while some may need more assistance than others, the social, emotional and cognitive support we provide is just a phone call away. Our social, nonclinical programs help people find answers or support as their needs evolve. Most services are free or on a sliding-fee scale, based on financial status. No one is ever refused services because of an inability to pay.

Bacoa has experienced tremendous growth in the past few years and has been able to adapt its programming to meet the changing needs of all aging adults.

We provide assistance in such areas as:

- A day respite program for older adults with mild cognitive issues
- Case management of a variety of service needs
- Information on housing options or in-home care services
- Meals with Wheels
- Lunch and Activity Program
- Enrollment in Medicare and Medicaid
- Counseling on insurance, benefits and Medicare Part D
- Support and education groups for older adults and caregivers
- Additional programs for active older adults

Currently, due to COVID, the majority of Bacoa’s programs are held virtually. The organization has created and offered more than 300 virtual programs since April 2020.

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BARRINGTON, IL 60010
847-381-5030

Development Director

Scope of Position: Manage and direct all Bacoa's goals and strategies for all fundraising campaigns; develop and implement a growth strategy for the future; implement and oversee all marketing aspects for the organization, including the writing and editing of a printed quarterly newsletter. All of this done under the supervision of the Executive Director.

Principal responsibilities for this full-time position:

Development & Fundraising:

- Prepare an annual fundraising plan
- Research, write and submit all grants and reports
- Promote Bacoa giving programs including a monthly giving campaign; coordinate compilation of direct mail results and report accordingly
- Create appeal letters and coordinate production and mailing
- Assist with organization of special events including working closely with Executive Director and committees, communicating with sponsors and donors, organizing and promoting ticket sales, coordinate site and entertainment arrangements and event setup
- Prepare donor-centered communications

Communications & Marketing:

- Coordinate the execution of the organization's communication and marketing activities
- Create and manage an annual marketing plan;
- Develop external marketing materials including brochures, ads, donor letters, appeals, sponsorship information, program books, event invitations, etc.
- Write, edit, proof and coordinate mailed quarterly newsletter; bimonthly e-newsletter and annual report
- Oversee management of the organization's website including regular updating, blog-writing, and coordinating maintenance issues with the external Internet service provider and tech company
- Supervise Bacoa social media channels
- Coordinate with outside vendors on design and production of all printed marketing materials
- Promote special events including fundraisers, community and educational programs, classes and services
- Provide public relations counsel and advice to Executive Director and Board of Directors during crisis and other unusual situations
- Distribute press releases as needed
- Take photos for use in newsletters; website, ads; etc.

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- Assist with the production of videos for use at events

Skills and Abilities Required:

- Strong understanding of and background in fundraising
- Superior written and oral communication skills, including editing
- Ability to adapt to fluid situations and demonstrate versatility
- Creativity and imagination
- Experience with vendor management
- Understanding of donor centric communications
- Self-driven; ability to carry a plan to fruition

Qualifications:

- Degree in nonprofit management, fundraising or marketing preferred
- A minimum of 3 years of experience in fundraising and marketing
- Detail oriented
- Proven experience in creating and executing successful fundraising and marketing and campaigns and events
- Experience with SEO; IT
- Drive and ambition
- Business acumen
- Ability to work in a team environment

Position is full-time; there is some flexibility to work part of the time remotely.

No health insurance benefits are offered. Twelve paid holidays and vacation time available.

For more information or to apply, contact Bacoa Executive Director Terri Channer at tchanner@bacoa.org.

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