OAKLAND PUBLIC EDUCATION FUND

JOB ANNOUNCEMENT

JOB TITLE	Oakland Goes Outdoors (OGO), Development and Communications Coordinator
REPORTS TO	Director of Development and Communications
TIMELINE	• Applications accepted starting **October 7, 2026**
JOB DETAILS	• Full-Time, Hourly, Non-Exempt • Oakland, CA • Hybrid
COMPENSATION	• The hourly range for this position will range from **$28.85 to $31.25 hourly (annually $60,000 to $65,000);** dependent upon experience and qualifications.
BENEFITS	• Average of 13-15 Paid Holidays • Sponsored 401K Plan (non-matched) • Generous Vacation and Sick time accrual
HOW TO APPLY	**Please read the following in order to avoid application delays:** • Applications will be reviewed immediately and candidates with the best fit will be contacted for interviews. • Unfortunately, the volume of applications will prevent us from responding to all applications received. • **Please send application to HR@oaklandedfund.org with the following instructions:** ○ **Subject: "OGO Development and Communications Coordinator" - First and Last Name** • **Please include: Cover Letter and Resume**

ABOUT THE OAKLAND GOES OUTDOORS (OGO) with the ED FUND

Oakland Public Education Fund leads the investment of community resources in Oakland public schools so that all students can learn, grow, and thrive. Therefore, our

work is to connect public schools with tools, funds, and volunteers. Learn more about our work at www.oaklandedfund.org.

Oakland Goes Outdoors (OGO) is a mission-driven program embedded within and working in partnership with Oakland Unified School District (OUSD), dedicated to creating equitable, curriculum-aligned outdoor learning experiences for students during the school day and beyond. Since launching in 2018, OGO has made it possible for thousands of students, many for the first time, to explore nearby parks, forests, and shorelines as spaces for learning, connection, and growth. These immersive nature-based experiences foster social-emotional development, promote physical and mental well-being, deepen community and belonging, and build environmental literacy and stewardship.

ABOUT THE POSITION:

Oakland Goes Outdoors (OGO) is seeking a creative, highly organized, and relationship-oriented Development & Communications Coordinator to help grow the community of supporters making outdoor learning possible for thousands of Oakland students each year.

Working closely with the Director of Development & Communications, the Coordinator will play an integral role in OGO's fundraising, donor engagement, and external communications. This position combines the systems and relationship-building behind successful fundraising with the creativity of telling OGO's story across newsletters, social media, our website, fundraising campaigns, events, and donor communications.

This is a hands-on role with opportunities for meaningful ownership. On any given week, the Coordinator might research a prospective funder, help develop a grant proposal, update donor records in Salesforce, turn photos and student reflections from an outdoor learning trip into a compelling story, coordinate an email campaign, or help organize a community fundraising event.

As part of a small, collaborative team, the Coordinator will work across OGO's network of educators, outdoor partners, funders, and community supporters while helping build the systems and storytelling that will sustain and grow our work.

DUTIES AND RESPONSIBILITIES:

Fundraising & Development Operations

- Maintain accurate and up-to-date donor, funder, prospect, and partner records in Salesforce, including gifts, correspondence, relationship notes, grant deliverables and follow-up activities.

- Maintain the development calendar, tracking fundraising activities, donor communications, grant deadlines, reports, campaigns, events, and stewardship opportunities.
- Support cultivation and stewardship of individual donors, foundations, corporate partners, and other OGO supporters, including coordinating timely and personalized donor acknowledgments, thank-you letters, and stewardship communications.
- Conduct prospect research to identify prospective individual, foundation, corporate, and public funding opportunities aligned with OGO's mission and priorities.
- Prepare prospect research and briefing materials to support funder and donor meetings and outreach.
- Track fundraising progress and help develop reports and dashboards on revenue, fundraising pipelines, donor engagement, and campaign performance.
- Maintain organized development files, templates, records, and systems that support efficient fundraising operations.
- Coordinate logistics and materials for OGO's Advisory Council meetings and support Advisory Council members' engagement in fundraising and community outreach.

Communications & Storytelling

- Coordinate OGO's communications calendar across email, social media, website, fundraising campaigns, events, and other external communications.
- Draft, design, and distribute email newsletters and other communications to OGO supporters and partners.
- Create and schedule engaging social media content that brings OGO's work, students, educators, destinations, and partnerships to life.
- Maintain and update OGO's website, including program information, impact stories, events, partner information, and fundraising content.
- Work with the program team to gather and synthesize program data, student and educator stories, and other insights, translating OGO's activities and impact into compelling content, proposals, reports, and communications for donors, partners, and the broader community.
- Support the development of annual reports, impact materials, presentations, fundraising collateral, and other organizational communications.
- Help develop communications plans and campaigns around key organizational priorities, events, milestones, and fundraising opportunities.
- Maintain consistency in OGO's voice, messaging, and visual identity across communications.

- Track basic email, website, social media, and campaign metrics and use this information to help strengthen future communications and engagement.

Campaigns, Events & Community Engagement

- Coordinate fundraising and community engagement campaigns from planning through implementation and follow-up.
- Support the planning and execution of donor cultivation events, community fundraisers, partner gatherings, and other OGO events.
- Coordinate event invitations, registration, attendee communications, materials, and post-event follow-up.
- Develop event and sponsorship materials and coordinate outreach to prospective corporate and community partners.
- Support fundraising appeals and digital campaigns, including email, social media, donation pages, and campaign tracking.
- Help identify creative opportunities to engage OGO's community of donors, educators, partners, outdoor enthusiasts, and Oakland supporters.
- Represent OGO at occasional community events, partner gatherings, and outdoor learning experiences.

QUALIFICATIONS:

We are looking for someone who brings a combination of strong communication, organization, creativity, and relationship-building skills. Candidates do not need to have experience in every area of the position to be considered.

Required:

- 2 to 4 years of relevant professional experience in nonprofit development, fundraising, communications, marketing, project coordination, or a related field.
- Excellent written and verbal communication skills, with the ability to adapt content for different audiences and purposes.
- Strong organizational and project management skills, including the ability to manage multiple projects, deadlines, and priorities simultaneously.
- Strong attention to detail and consistent follow-through.
- Experience with, or demonstrated ability to quickly learn, digital tools including CRM databases, email marketing platforms, website content management systems, social media platforms, and project management tools.
- Strong interpersonal skills and ability to communicate professionally and warmly with donors, funders, partners, educators, and other stakeholders.

- Ability to take initiative, solve problems, and work effectively both independently and collaboratively within a small team.
- Ability to synthesize information, data, and stories into clear and compelling communications.
- Commitment to OGO's mission and to expanding equitable access to outdoor learning opportunities for Oakland youth.

Preferred:

- Experience in nonprofit fundraising, development, communications, or a role combining these areas.
- Experience with Salesforce or another donor CRM.
- Experience writing or coordinating grant proposals and reports.
- Experience conducting foundation, corporate, or donor prospect research.
- Experience creating email newsletters, social media content, website content, or other digital communications.
- Experience with Canva, Mailchimp, Squarespace, or similar communications platforms.
- Experience coordinating fundraising campaigns, events, or community engagement activities.
- Familiarity with fundraising reporting, data tracking, or dashboards.
- Experience working with schools, youth-serving organizations, environmental or outdoor organizations, or Oakland communities.
- Interest in outdoor education, youth development, public education, environmental justice, and equitable access to nature.

Who You Are

You might thrive in this role if you:

- Enjoy both the creative and organizational sides of nonprofit work.
- Are a strong writer who likes finding the story behind a program, person, or piece of data.
- Get satisfaction from building systems, keeping projects organized, and making sure details do not fall through the cracks.
- Can move comfortably between a detailed task like updating Salesforce and a creative project like developing a fundraising campaign or telling the story of a student's first outdoor experience.
- Take initiative and are comfortable bringing forward ideas, questions, and potential solutions.
- Enjoy working on a small team where responsibilities sometimes overlap and priorities evolve.
- Want to deepen your experience across multiple areas of fundraising and communications rather than specialize in just one.

- Believe young people should have equitable opportunities to learn, explore, build confidence, and experience belonging outdoors.

EQUAL EMPLOYMENT OPPORTUNITY DISCLOSURE:

The Oakland Public Education Fund is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

We are dedicated to improving our organization and know that part of it means to better reflect the people we serve. We are committed to diversity and building an inclusive environment for people of all backgrounds and ages and we especially encourage members of traditionally underrepresented communities to apply, including women, people of color, LGBTQ people and people with disabilities.