

JOB SUMMARY: The Communications and Development Manager is responsible for the agency's communications and media activities. This role oversees agency communications including print materials, social media, and e-newsletters. Oversees gift acknowledgment and generates donor correspondence on behalf of the agency. Collaborates with Director of Development to plan and execute fundraiser events. Lead contact for third-party fundraisers in the community.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Communications Responsibilities

- Serves as lead staff on the development and writing of all print marketing and communication tools including, but not limited to; newsletters, newspaper column, advertising, radio, brochures, appeal letters, annual report, invitations, program scripts and speeches
- Develops compelling communications materials including newsletters, annual reports, agency website content, and agency brochures in alignment with the agency's development plan
- Manages website updates and enhancements
- Designs, coordinates and implements the agency's electronic marketing and communication plan
- Utilizes data, statistics and results to inform activities.
- Manages all social media activity

Fundraising Responsibilities

- Adheres to and collaborates with the Director of Development on annual calendar of fund-raising activity and appeals
- Project manages postal mail solicitations and email appeals
- Maintains donor software data to track and manage all activity with donors
- Adheres to The Donor Bill of Rights
- Acknowledges gifts and maintains data in E-Tapestry
- Collaborates with Director of Development in planning and coordinating special fundraising events with administrative support as needed
- Works with Accounting staff to properly credit donor data base receipts and reconcile financial statements
- Supports donor stewardship efforts through various acknowledgement activities
- Provides back-up support to front desk when necessary

POSTING DATE: January 31, 2018

Send resume and cover letter to:

Director of Development
Center for Women in Transition
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Holland MI 49424
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