



## **Development and Communications Manager *Position Description***

### **POSITION SUMMARY**

Consistent with the mission of Girls on the Run West Michigan, the Development and Communications Manager is responsible for organizing and representing the council at community engagement and fundraising events, developing and stewarding partnerships and donor relationships, and executing a fundraising strategy. Additionally, this position will be responsible for the joint creation of marketing and social media content and communications for the organization. This position will report to the Executive Director. This is a position at an average of 30 hours per week to start with the opportunity to grow. The best candidate will passionately reflect the mission and values of Girls on the Run and will have proven experience in fund development, community engagement, growing contributed income, and communication/writing skills. She/he will have a strong entrepreneurial spirit, attention to detail, excellent relationship building skills, strong follow-through and the ability to communicate compelling messages to diverse audiences.

### **PRINCIPAL RESPONSIBILITIES**

This job description reflects management's assignment of essential functions; it does not prescribe or restrict the tasks that may be assigned.

- Alongside the Executive Director, activate strategies for stewarding donors, corporate sponsorships, and special events, to ensure that fundraising goals are achieved.
- Develop community relationships to cultivate donors and partnerships to ensure council revenue and resources needs are met.
- Establish community partnerships with like-minded organizations that are well-aligned with Girls on the Run mission.
- Adhere to all Girls on the Run council obligations as pertains to partnerships as stated in the membership agreement and operations manual.
- Develop and lead fundraising events.
- Create and update data tracking tools that will provide financial information to assist with development of the organizational budget.
- Develop communications for social media and marketing for quality interaction with the community. Will be responsible for all large-scale communications to constituents, annual giving materials, and media interactions.

### **GENERAL RESPONSIBILITIES**

- Serves as an ambassador for Girls on the Run, exhibiting Girls on the Run core values. Continuously work to achieve the Girls on the Run mission.
- Develop positive relationships with volunteers, donors, sponsors, parents, participants, media, and other community members.
- Provide staff, volunteer, and partnership support during the end of season 5ks.
- Any other duties deemed necessary by the Executive Director.



## **REQUIRED QUALIFICATIONS**

- BA or BS degree preferred.
- Minimum of 3 years of demonstrated experience in development and/or fundraising management; nonprofit experience ideal.
- Outstanding communication skills in multiple environments and with a range of audiences.
- Passion for Girls on the Run mission and the ability to comprehend and effectively communicate issues surrounding empowerment, self-esteem, body image and whole person health.
- Proficient in Microsoft Office: Word, Excel, and PowerPoint and very comfortable with technology in general.
- Regular access to a reliable vehicle and ability to travel locally across West Michigan.
- Will require some nights and weekends, depending on event schedule
- 10% domestic travel for national conference (Summit), regional workshops, or other professional development required