

## JOB DESCRIPTION: DEVELOPMENT & COMMUNICATIONS MANAGER

*Raising A Reader MA (RAR-MA) is an evidence-based early literacy organization dedicated to helping families of young children (newborn through age 6) develop, practice and maintain habits of reading together at home. Our work, which both increases access to books and offers families tools and support for strengthening the culture of reading at home, is driven by more than 30 years of research that shows the single most significant factor influencing a child's academic achievement is being regularly read to by their parents and adult caregivers before starting kindergarten.*

**REPORTS TO:** Director of Development

**START DATE:** Mid-July 2020

### **POSITION SUMMARY:**

The Development and Communications Manager will take a lead role in identifying and securing funding from individual and institutional donors (foundations and corporations), administer the Salesforce database, and assist the Director of Development with events and other activities as needed. They will be a member of the two-person Development Team, working at the direction of the Director of Development.

This position is ideal for someone who is ready to expand and deepen their fundraising skills, and provides a great opportunity to learn and grow with a dynamic organization. We are a small team, and collaboration, entrepreneurial initiatives and continuous learning are encouraged. In addition to competitive salary and benefits, the person in this position will gain exposure to a network of nonprofit professionals and ongoing professional development.

### **ESSENTIAL JOB RESPONSIBILITIES:**

**Foundation and Corporate Grant Management:** Liaise between Grants Manager and Program/Evaluation team in the preparation of all grant proposals and reports; manage the stewarding process and touch points for foundation contacts

**Volunteer Management:** manage and serve as primary internal contact for the Emerging Leaders Board (young professionals). Coordinate corporate volunteer opportunities and manage volunteers at signature events.

**Donor Stewardship:** Contribute to and help execute major donor strategy; grow and support the mid-range donors; support all donor engagement and recognition efforts; craft tailored communication for each segmented donor base.

**Gift Processing and Database Management:** Fully manage the Salesforce contact management system for the Development Team, including creating accurate timelines, maintaining contact information, and documenting, recognizing, and processing all pledges and gifts.

**Communications and Marketing:** Responsible for website management, monthly newsletter, monthly blog posts, social media presence on all channels; Create yearly reports and collateral like the impact report, annual report, organizational overviews and other materials as-needed; build out news media contacts and presence and develop press releases; identify and manage volunteers for graphic design and other needs as needed.

**Event Support:** Support all aspects of our signature fundraising events, including Dinner with an Author gala, Better Together Winter Soirée, Leadership in Literacy Award Breakfast, and various Emerging Leaders Board events. Flexible to attend signature evening events and morning meetings.

**Campaign Execution and Support:** Responsible for various fundraising campaigns like the year-end annual appeal and the Rodman Ride for Kids; leverage and collaborate with the Emerging Leaders Board and Director of Development for effective execution.

#### **QUALIFICATIONS AND TRAINING:**

- Demonstrated commitment to improving the lives of children and families; deep appreciation and enthusiasm for the literacy mission of RAR-MA
- Excellent ability to write and edit persuasive materials including grant proposals, informational brochures, donor correspondence and electronic communications that persuasively communicate the mission and activities of the organization
- Proven record of accomplishment in fundraising, grant writing, research and solicitation of institutional foundations, and corporate grants and sponsorships
- Admin experience in Salesforce (or other donor database) experience preferred
- Press/media relations experience preferred
- Creative design expertise
- Ability to lead and manage volunteers and interns
- Superior attention to detail, including strong editing skills
- Exceptional time management, project management (simultaneous with multiple projects) and organizational skills
- Demonstrated ability to work autonomously and effectively without close supervision
- Willingness to function effectively as a member of a team, and to participate in activities that will contribute to the overall success of an entrepreneurial nonprofit program
- Ability to strongly represent RAR-MA in the public and engage with program constituents, major donors, board members and other community stakeholders

- Strong understanding and practice of cultural humility and respect for others
- Proficiency in Microsoft Word, Power Point, and Excel
- Bachelor's degree from an accredited institution or equivalent professional experience

This position is full time, 40 hours per week. Salary range is commensurate with experience. Full range of benefits are available.

**TO APPLY:**

Please send a resume, cover letter and 1-3 page writing sample (press release, grant, blog post, etc.) to Bridget Malicki at [careers@raisingareaderma.org](mailto:careers@raisingareaderma.org). Please include email subject, "Development and Communications Manager application." *Applications will be accepted until the position is filled.*

**PLEASE NOTE:**

Raising A Reader MA is an Equal Opportunity Employer that is committed to creating a multicultural organization. We actively seek a diverse pool of candidates for this position.

The entire RAR-MA team is working full-time remotely during COVID-19 and abiding by the Massachusetts and Boston safety recommendations. RAR-MA is fully equipped to onboard and welcome the new hire virtually.