



## **Organizational Overview**

Currently in Massachusetts, two thirds of children from families with low incomes enter kindergarten without the literacy skills they need to succeed. Raising a Reader MA (RAR-MA) directly addresses this need by providing the books and family education to ensure all children enter kindergarten with a foundation for success. Founded in 2006, RAR-MA currently serves approximately 7,500 children a year. Over the next few years, RAR-MA plans to deepen its impact in Massachusetts. We are seeking an experienced, well-connected development professional to support our development strategy, play a key role in events, volunteer management, donor management, and lead marketing and communications initiatives.

## **DEVELOPMENT AND COMMUNICATIONS MANAGER RAISING A READER MA**

**REPORTS TO:** Director of Development

**START DATE:** October 2023

### **POSITION SUMMARY:**

The Development and Communications Manager (DCM) will take a lead role in building out and implementing our strategies for fundraising. Currently, our annual budget is supported through appeals (print and online), events (a gala, Rodman Ride for Kids & third-party fundraisers, and donor stewardship. The DCM will administer development activities in the Salesforce database, and assist the Director of Development with events, grants, and other activities as needed.

The DCM will be a key member of the growing development team, working at the direction of the Director of Development, in collaboration with the Executive Director.

This position offers a competitive salary and benefits, is ideal for someone who is ready to expand and deepen their fundraising skills and provides a great opportunity to learn and grow within a dynamic organization. We are a small team and collaboration, entrepreneurial initiatives, and continuous learning are encouraged.



## KEY RESPONSIBILITIES:

**Communications and Marketing:** Responsible for donor (current and perspective) outreach initiatives, including website management, monthly newsletter, monthly blog posts, social media presence on all channels, and others; create collateral (print and digital), including yearly annual and impact reports, organizational overviews, and others as needed; build out media contacts and presence and develop press releases; identify and manage volunteers for particular needs, including graphic design and others; ensure consistent branding and messaging across all communications.

**Event Support:** Support all aspects of our signature fundraising events, potentially including, but not limited to, the Dinner with an Author gala, Leadership in Literacy Award Breakfast, and various Emerging Leaders Board events.

**Fundraising Campaign Execution and Support:** Responsible for various fundraising campaigns, including the year-end Annual Appeal, Giving Tuesday, and the Rodman Ride for Kids; leverage and collaborate with the Emerging Leaders Board and Director of Development for effective execution.

**Volunteer Management:** Manage and serve as primary internal contact for the Emerging Leaders Board of 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 mid-level donors; support all donor engagement and recognition efforts; craft tailored communications for each segmented donor group.

**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.

**Board and Committee Interaction:** Act as a liaison to the Board of Directors and standing board committees that include Development Committee; offer supporting resources to these groups to further extend the reach of organization's fundraising and outreach initiatives.



## QUALIFICATIONS AND TRAINING:

- 2-5+ years of professional experience in development and/or communications roles
- Excellent writing and editing capabilities for the creation of persuasive materials including grant proposals, informational brochures, donor correspondence and electronic communications
- Proven record of accomplishment in fundraising, grant writing, research and solicitation of institutional foundations, corporate grants, and sponsorships (Preferred)
- Press/media relations experience (Preferred)
- Creative design expertise; experience with Canva (Preferred)
- Ability to lead and manage volunteers and interns
- Superior attention to detail, including strong writing and 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
- Proficiency in all Microsoft Office 365 and GSuite components and WordPress is a plus
- Proficiency and/or comfort with cloud computing and contact management platforms such as Constant Contact, Salesforce, and Greater Giving
- Flexible to attend morning meetings and evening events as needed
- Bachelor's degree from an accredited institution or equivalent professional experience
- Strong understanding and practice of cultural humility and respect for others
- Demonstrated commitment to improving the lives of children and families; deep appreciation and enthusiasm for the literacy mission of RAR-MA

This position is full-time, based in Boston, MA with an annual salary that will be commensurate with experience (ranging from \$55,000-\$70,000). Work can be flexible to allow in-office time and remote work, while recognizing that certain events, times, and needs will influence the exact schedule and the schedule will vary. RAR-MA offers a competitive benefits package and a flexible, collaborative environment as part of the overall compensation considerations.

*RAR-MA encourages individuals of all backgrounds to apply for this position. Raising a Reader MA is an equal opportunity employer that is committed to creating a multicultural organization.*



*We celebrate the diversity of our world and our community, and we seek to build a team that reflects that strength.*

**Note:** Vaccination is a condition of employment. RAR-MA has a vaccination policy that was created based on the information available from the CDC and local authorities as of 09/01/2021. We understand that information is evolving daily, and we reserve the right to amend and/or update the policy based on updated guidance from the CDC, local authorities, and/or business needs.

**To apply:** please send a resume and cover letter to [careers@raisingareaderma.org](mailto:careers@raisingareaderma.org). Please include the email subject, "Development and Communications Manager application." Please state where you learned of this opportunity.

**Applications will be accepted until the position is filled.**