

WILLIAMSBURG COMMUNITY FOUNDATION
Position Description
Development and Communications Officer

Position Summary:

Reporting to and in partnership with the President & CEO (CEO), the Development & Communications Officer will be responsible for development and communications efforts as the Williamsburg Community Foundation continues to grow.

Development and Donor Relations (55%):

- Schedule and organize meetings with donors/ prospective donors for Executive Director and Board Members. Track, execute and monitor follow-up strategies following meetings.
- Create and execute Annual Fund and Scholarship Fund campaign collateral and communication materials, direct mailings, solicitations, renewals and thank you letters.
 - Produce mailing lists for print and e-communications.
- Maintain the information in the database system, including assisting with the development of protocols for data entry
- Keep board members informed on incoming contributions to the annual fund and new funds established.
- Maintain an annual Development and Communications calendar for mailings and events and coordinate those activities with the CEO and Office Manager.
- Responsible for development reporting using the database
- Responsible for oversight of gift entry and processes related to receipt of contributions.

Marketing and Communications (45%):

- Manage the production of collateral materials including periodic newsletters, and updates, Annual Report, brochures and e-newsletters including content development, writing, editing, design, and printing.
- Design brochures, publications (including newsletter), invitations, forms and electronic surveys;
 - Ensure that all publications are current, accurate, and effective in conveying a professional, high quality image of the Foundation;
- Create print and web-based communications and press materials related to WCF programs, policies and initiatives for multiple audiences that target grantees, donors and other constituents.
- Earned & Paid Media: correspond with local media outlets to include news releases, advertisements, and radio.
- Work with volunteer on maintaining and keeping the website accurate and relevant.

- Oversee all social media networking initiatives. Leverage social media outlets to increase awareness, recognition and participation in WCF programs and initiatives. (3%)
- Assist with speaking opportunities as needed. (1%)
- Maintain press clippings archive and scan news sources for relevant information related to the Foundation, nonprofit organizations, and the community. (1%)

Pursues personal development of skills and knowledge necessary for the effective performance of the job.

Other duties as assigned

Hours: Part-time, 25 hours/week including evening special events & meetings as needed.

Required Qualifications:

- Exceptional oral and written communication skills
- Excellent computer skills with a high level of experience using Microsoft products, database/CRM or similar software.
- Customer focused, professional, analytical and very organized
- Bachelor's degree
- Flexibility and willingness to learn
- Possession of a valid driver's license and access to a vehicle

Additional Desirable Qualifications:

- Graphic arts and design experience
- Website management experience
- 5 years of development, marketing or related experience
- Proven project management skills
- Knowledge of the nonprofit community

Reports to: President & CEO