

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 helping to meet the budgeted revenue goals by executing the WCF development & communications plan. They will produce clear, well written, donor-centric communications and marketing materials. This is an ideal position for a fundraising generalist who is interested in moving up to the next level.

Development and Donor Relations (55%):

- Execute an annual development and communications plan and calendar for mailings and events and coordinate those activities with the CEO and Office Manager.
- Create and execute Annual Fund, Fund donor, and Scholarship Fund campaign solicitations via direct mail and email. Work with the Office Manager to coordinate that sufficient postage, brochures and letterhead will be available for mailings.
- Assist with donor stewardship by organizing meetings with donors/ prospective donors and professional advisors for the CEO and/or Board Members. Track, execute and monitor follow-up strategies following meetings.
- Responsible for planning large and small donor-centric events, including soliciting sponsorships, coordinating with sponsors, partners, and vendors; programming, and content. Work with Office Manager on invitations and recording and tracking attendees.
- In partnership with CEO, responsible for oversight of gift entry and processes related to receipt of contributions.
- Maintain the donor section of the database system, including assisting with the development of protocols for donor tracking and data entry.
- Produce segmented mailing lists for print and e-communications. Execute development reporting using the database.
- Inform Board Members about incoming contributions to the Annual Fund and new funds established and coordinate their acknowledgement of those gifts.
- Develop a thorough knowledge of Community Foundation fund types, donor-advised fund rules and regulations, WCF initiatives, planned giving opportunities; and be able to communicate those complicated concepts to donors and professional advisors.
- Serve as staff liaison to the Philanthropy Committee. Work with the Chair to set meeting dates, agendas, and prepare reports for meetings.

Marketing and Communications (45%):

- Manage the production of all collateral materials (newsletters, brochures, Impact Report, fact sheets and invitations), to include content development, writing, design, editing and printing. Ensure that all

printed materials are current, accurate, and effective in conveying a professional, high-quality image of the Foundation.

- Work with the Office Manager to ensure that printed materials are reproduced in a timely manner.
- Earned & Paid Media: work with local media outlets on press releases, advertisements, and radio programs.
- Produce all social media. Leverage social media to increase awareness, recognition, and participation in WCF programs and initiatives.
- Create email/web-based communications and press materials related to WCF funds, programs and initiatives for multiple audiences that target donors, Board, committee members, and other constituents.
- Oversee and direct volunteer on maintaining and keeping the website accurate and relevant.
- Maintain publicity archive and scan news sources for relevant information related to the Foundation, nonprofit organizations, and the community.
- Assist with speaking opportunities as needed.

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

Other duties as assigned.

Reports to: President & CEO

Hours: In person, part-time, 28 hours/week including evening special events & meetings as needed.

Benefits: Holiday, Vacation and Sick time. Simple IRA with Employer match.

Required Qualifications:

- Recent experience in a development/fundraising office (5 years or more preferred).
- Strong attention to detail
- Strong interpersonal skills
- Exceptional oral and written development communication skills
- Excellent computer skills with advanced experience using Microsoft Word, Excell, PowerPoint, Outlook, and Akoya fundraising database or similar CRM/fundraising software.
- Firm understanding of web technologies and applications, including mass email systems, social media tools and current communications trends.
- Bachelor's degree
- Ability to creatively respond to unplanned events, 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
- Knowledge of the greater Williamsburg nonprofit community