



Communications and Donor Services Manager Position Description

Job title: Communications and Donor Services Manager

Reports to: Executive Director

Hourly Non-Exempt

General Summary

To create, develop and implement engaging and up to date content across all Foundation communications and promotional materials and assist with programs and events that meet the goals of the Foundation. Serve donors by enhancing communications to support their philanthropic goals, improve upon their experience of giving and enrich their overall donor experience.

Essential Position Functions

P.R. / Marketing Content Development

1. Coordinate the creation of all content for print and electronic promotional materials focusing on consistency and brand identity to ensure all remain relative, fresh and effective.
2. Work collaboratively with the Executive Director and Staff on the production of the Annual Report.
3. Provide website maintenance and design to ensure the digital content is current and easy to navigate.
4. Expand the Foundation's social media presence, developing a social media calendar and executing campaigns to increase awareness.
5. Coordinate all media relations activities and purchased advertising, including the development of news releases, featured stories, ads for print and electronic media, as appropriate.
6. Work with the Executive Director to create PowerPoint presentations and content for public speeches, special events and socials.
7. Coordinate special events and activities, including the Seedlings to Shade Trees Event and donor socials.

8. Work with graphic designers, photographers, and writers to coordinate grantee, fund holder and stakeholder interviews and photographs, as appropriate, for Foundation publications and marketing.
9. Produce quarterly e-newsletters to promote the Foundation and assist in updating donors and the community about our work.
10. Attend the Development/P.R. & Marketing Committee Meetings and provide administrative support.

Donor Stewardship

11. Create content for prospect and donor communications and correspondence to improve the overall customer experience.
12. Maintain ongoing communications through a multi-channel approach to steward the donors and cultivate additional gifts with the assistance of the Executive Director.
13. Identify opportunities for donor recognition.
14. Create and/or oversee opportunities for donors to interact with Foundation staff, board and key stakeholders.
15. Assist in the management of the Foundation's profile/donor database and record all contacts and related fund activity accordingly. Develop, track, and maintain information and notes on all donors, prospective donors, fund holders, professional advisors and community leaders.

Periodic or Secondary Position Functions

16. Keep current regarding marketing trends and developments which may enhance the Foundation's communications and donor experience.
17. Take part in professional development opportunities as recommended/approved by Executive Director.
18. Assist with general clerical duties, including coverage of the office, answering phones, and greeting visitors.
19. Collaborate with staff to ensure the daily workings of the Organization.

Perform other duties as assigned. (These are intended to describe the general requirements for the performance of this job. It is not intended to be an exhaustive statement of duties, responsibilities, or requirements.)

Minimum Requirements

1. Bachelor's or Associate degree Communications, English, Marketing, or related field.
2. Proficient with Microsoft Office and have the ability to become adept at using internal software/donor management system and email marketing software.
3. Excellent writing/editing and verbal communication skills.
4. Desire to serve in a nonprofit working environment with strong customer service orientation and an ability to make people from various backgrounds feel at ease.
5. Excellent organizational ability; ability to multi-task, track multiple projects, meet deadlines, and set priorities.
6. Experience in content development and managing social media as well as website and database management.
7. A passion for community involvement and philanthropy and experience working in a professional environment.
8. Relationship builder with flexibility, integrity, and credibility.

Physical and Mental Requirements

1. Work in a normal office environment where there is no physical discomfort due to temperature, noise, etc.
2. Manipulation of objects by both hands is required on a continuous basis for computers and office equipment use, etc.
3. Requires normal hearing and sight on a continuous basis.
4. Operation of a motor vehicle is required on an occasional basis.
5. Daily use of stairs is required.

Approved: Board of Directors
February 17, 2022