



32A Malletts Bay Ave.
Winooski, VT 05404
802-655-8900

Job Description – Director of Development and Communications

Department/Program:	Development and Communications
Work Schedule:	Full time, 40 hours
Reports to:	Executive Director
Supervises:	Up to 2 staff plus necessary contracted services to fulfill organizational needs in fundraising, marketing, communications and media relations
Starting Pay Range:	
Last Revised:	April 2024
Employee Classification	Full-time, Exempt
Main Job Site:	Winooski office

Position summary:

The Director of Development and Communications provides leadership and sets the strategic vision for all fundraising, marketing and public communications. The Director creates strategies that increase the organization's support from individuals, corporations, foundations, and other sources, with a focus on diversifying funding to maintain a strong financial portfolio for mission delivery. The Director cultivates major donors and community relationships to build VWW visibility, oversees grant-making strategies, and develops cost-effective fundraising initiatives utilizing social media, events, and appeals. The Director ensures that VWW communicates effectively with its many constituents, and provides leadership and oversight for communication and media activities. S/he develops marketing and communications strategies that support the organization's mission, programs, and efforts, and that also ensure VWW maintains its brand identity and that programs are aligned with VWW's brand(s).

Essential functions

Fundraising:

1. Produce and execute an annual fundraising plan that generates donations to meet or exceed annual budgeted donation income.
2. Work collaboratively with the Executive Director on donor cultivation and solicitation, and strategic development decisions.
3. Develop and implement strategy for generating and maintaining new donors and participate in cultivation and maintenance of individual donor relationships.
4. Develop strategy to pursue grants and direct writing/preparation of grant proposals with other VWW staff.
5. Provide fundraising leadership, training, and support to Board of Directors and Stewardship Committee to enable the Board to raise funds for the organization and to communicate a clear and consistent message to the public.
6. Design and implement fundraising and donor cultivation events.

Marketing:

1. Oversee development of print/online marketing and fundraising materials (including writing, editing and print coordination).

2. Participate in developing branding, messaging and marketing efforts to external stakeholders.
3. Ensure that external communications meet quality standards and communicate the mission.
4. Support staff to communicate a consistent message to stakeholders to convey the full mission of the organization, and ensure that the message is tied to fundraising objectives.
5. Oversee website presence, social media communication, and messaging of all VWW programs to the public.

Strategic Goals, Staff Support, Supervision and Training:

1. Participate in administrative and strategic leadership initiatives to help create and implement goals with staff.
2. Meet regularly with staff to solicit ideas, coordinate policies, evaluate development performance and pursue organizational goals.
3. Coordinate regular training of all staff members on fundraising and public relations-related goals.
4. Participates as a member of VWW's Management Team in deciding and implementing strategies toward both short and long-term program delivery.

Public Communications & Media Relations

1. Develop, implement and ensure consistency of VWW communications strategy and materials including: press releases, website(s), social media presence, photography, e-newsletter, annual report, program flyers and other collateral materials, display boards, banners and signage, and paid advertising.
2. Cultivate and manage relationships with the press, including serve as spokesperson when ED is unavailable.
3. Promote and communicate VWW brands, programs and services in the community.
4. Attend occasional evening and weekend meetings as an organizational representative at essential public events.
5. Provide technical support and guidance to program staff on program marketing and participant recruitment strategies.
6. Develop strategy and methodology for recognition of corporate sponsors.
7. Coordinate representation of VWW at external events and meetings.
8. Manage relationships, contracts and expenses for vendor relationships with outside printers, designers, webhosts, Google Analytics, web tools, etc.

Education & experience:

- A minimum of 5 years of experience in development and marketing/public relations, with specific expertise in donor stewardship, shaping and writing grant proposals, annual appeals, and marketing collateral.
- Bachelor's degree required, preferably in communications, business, marketing, public relations, journalism, or related field.
- Superior writing is required; experience preferred in media relations, website design, and development of marketing collateral.
- 4+ years of supervision experience.
- Demonstrated interest in and knowledge of women's issues and the intersection of social safety-net systems in the community.

Specialized knowledge, licenses, etc.:

- Proficiency with MS Word, Excel, and Outlook.
- Experience in social media marketing and analytics, and website design/maintenance.
- Proficiency using Donor Management Software (Little Green Light) and fundraising databases.

Schedule and work environment:

- The schedule typically operates within standard business hours, Monday-Friday, 8:30 a.m.-4:30 p.m. with some evening/weekend activities. Significant telework is permitted, although some time working from the Winooski office will be required.

- Some travel required for off-site meetings and trainings
- Must be able to occasionally lift and/or move up to 10 lbs.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Success factors (i.e. personal characteristics that contribute to excelling in position):

- Strong commitment to and enthusiasm for VWW's mission.
- Entrepreneurial thinker and problem solver who thrives as part of a team.
- Ability to manage ambiguity.
- Ability to communicate complicated ideas with simplicity and clarity.
- Excellent communication skills both written and verbal.
- Demonstrated resourcefulness in setting priorities and proposing new ways of creating efficiencies.
- Commitment to engaging in efforts to improve our work internally and externally with diverse individuals and groups.
- Positive, cooperative team spirit. Excellent people skills, with experience collaborating in a multi-disciplinary, diverse, and dynamic team.
- Ability to receive and give constructive feedback.
- Personal qualities of integrity, reliability and credibility.
- A sense of humor, tact and diplomacy.

Revised April 2024