Catholic Social Services
Job Description

TITLE: Donor Communications Manager
PROGRAM: Development & Community Relations
STATUS: Full-time / salaried / exempt
SUPERVISED BY: Development Director
UPDATED: 7/13/2019

Job Summary: Reporting to the department director, the Donor Communications Manager contributes to and implements the development-specific communication strategy with the goal of planning and creating communications that educate, engage, cultivate, and inspire philanthropic support for and engagement with CSS and its 7 programs.

QUALIFICATIONS:
Competencies: Must have proven ability to manage strategic communications to external stakeholders using best practices in social media and email platforms. Must be a creative thinker with the ability to use words and visuals to motivate and excite audiences. Must demonstrate ability to manage and deliver multiple projects for multiple purposes on schedule with attention to consistency of overall messaging and design. Must demonstrate meticulous attention to detail while also delivering on the big picture. Must be a critical thinker and self-starter with strong interviewing and information-gathering skills. Must demonstrate experience in tracking and reporting on key metrics and campaign results with a passion for data-driven decision making.

Education /Experience: Bachelor’s degree in marketing, communications, journalism, public relations, or related field. Two or more years of professional experience in communications with specific experience producing a variety of print and online communications for multiple audiences. Experience in non-profit or development and philanthropic communications preferred.

Skills Required: Exceptional writing and editing and verbal communication skills, with the ability to quickly find the heart of a story and its supporting facts. Exceptional organizational skills. Collaborative relationship-builder and problem-solver that enjoys working on teams and with subject matter experts. Willingness to learn new skills and applications and implement new ideas. Passion for working in a diverse, multicultural environment and for the mission of CSS. High level of energy and initiative, along with a sense of humor. Strong contributor in team environments. Proficient in Microsoft Word, Excel, and PowerPoint. Graphic design experience in Photoshop, InDesign, or Illustrator.

DUTIES & RESPONSIBILITIES

• Drive messaging, content and execution of assigned development communications projects, including producing print mailers and e-communications for donors highlighting impactful stories, accolades and gifts to CSS;
• Support of all departments’ content and program strategies, regularly researching and writing stories that highlight the impact of individual and institutional giving at CSS.
• Develop and maintain stakeholder communications via social media and newsletters, creating promotional assets as necessary;
• Produce video projects as assigned
• Assist in creation of messaging guidelines
• Create, review, and approve content for public-facing events, e-communications and other purposes.
• Own day-to-day management of development communications plan and calendar, identifying partners and processes that support collaboration; training others in use of the calendar, proactively identifying potential scheduling conflicts and proposed solutions.
• In collaboration with the Chief Development Officer, employ best practices to ensure that print and digital communications to alumni, donor and prospect audiences are optimally timed to drive both engagement and action.
• Regularly monitor metrics and analytics to evaluate the effectiveness of scheduled communications, identify optimal timing and improve engagement.
• Create presentations to report out on key metrics. Support other analytics-related projects as assigned.
• Research, propose and create new communications, templates and processes to support organization-wide comprehensive campaigns, as assigned by the Director.
• Research best practices in development communications; propose new products and delivery methods; and identify compelling stories and visuals to support the strategic goals of development, fundraising and CSS.
• Assist development partners with simple design projects, using design software and existing templates.
• Assist with site visits and other fundraising activities as requested.
• Other responsibilities and tasks as assigned.

Other duties as assigned

Physical Requirements: Ability to lift 20 pounds.

Other Requirements: Must be able to work a variety of days in the mornings and evening hours.

Training Requirements: Agency and department orientation; de-escalation techniques; blood borne pathogens and any other updated training, as required. Attend all staff meetings and in-service training as required. Must possess a valid AK driver’s license and must have own insured vehicle.

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities as needed.

Employee Signature:______________________________ Date: ____________

Supervisor Signature: _____________________________ Date: ____________