



## DEVELOPMENT AND COMMUNICATIONS DIRECTOR

**girls  
inc.**  
of the Island City

### MISSION

Our mission is to inspire all girls to be strong, smart, and bold<sup>(SM)</sup> through innovative programs, activities, and advocacy and to provide before and after school child care services supporting youth and their families through Alameda Island Kids.

**REPORTS TO:** Chief Executive Officer

**SUPERVISES:** Database, Communications & Events Manager

**LOCATION:**  
Alameda, CA

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### POSITION DESCRIPTION:

The Development and Communications Director is responsible for developing, managing, and implementing all aspects of the strategic Fund Development and Communications plan. The Fund Development plan aligns with the organization's Strategic Plan; generates budgeted income to support programs and services; builds capacity and sustainability for the organization; and creates a culture of philanthropy with Board and staff.

The major focus of the plan is developing, cultivating, and stewarding sustainable individual donors, corporate partners, foundations, volunteers, vendors, and in-kind donors through internal and external strategic communications and relationship-building activities. The activities include but are not limited to: major gifts, annual appeals, new prospect initiatives, corporate partners program, volunteer program, and planned giving. In addition, fundraising; point of entry; volunteer, vendor, and in-kind donor appreciation; board recognition, and program events are integral to the plan.

The following statements reflect the general duties, responsibilities and competencies considered necessary to perform the essential duties & responsibilities of the position and should not be considered a detailed description of all work requirements of the position.

## **Responsibilities:**

### **Executive Management**

- Assist CEO and Board with developing and leading the successful implementation of the organization's Strategic Plan
- Work with CEO to develop a Fund Development and Communications plan that aligns with the Strategic Plan
- Assist with the development and monitoring of the organization's annual budget
- Work with Board Governance on Board structure, training, and financial and volunteer commitments
- Work with Board President on donor and volunteer stewardship, board engagement, and board giving
- Work with CEO and Board on Annual Retreat
- Chair the Fund Development and Events Committees which consist of Board and community members. Develop, manage, and implement the goals, objectives, timelines, meeting agendas and minutes, activities, and monthly and annual reports for these critical relationship-building and revenue generating Committees
- Build strategic partnerships with other nonprofits and community service and professional business organizations by attending weekly or monthly meetings and attending and/or volunteering for events
- Attend the National Girls Inc. Fund Development Institute and conferences, implement best practices, and share relevant information with Board and staff.
- Manage the Database, Communications, and Events Manager and the Community Relations and Assessment Coordinator

### **Fund Development**

- Develop, manage, and implement a comprehensive Fund Development plan and achieve goals, objectives on time and within budget for all relationship building, stewardship, and revenue generating activities including major gifts, annual appeals, new prospect initiatives, corporate partners program, volunteer program, and planned giving. The relationship-building activities with major gift donors, new prospects, corporate partners, and legacy donors require intensive research and thoughtful, appreciative, and strategic engagement through phone calls, one-on-one meetings, customized proposals and presentations, and appropriate follow-up with mission-based and feel good events
- Work with the CEO, Board, Fund Development and Communications staff, and program, AIK, and Finance staff to implement the plan
- Develop, manage, and implement two Annual Appeals that includes a compelling personal narrative of transformation and impact. Create strategic schedule distributing hard copy and electronic mailings, social media postings, and selected phone calls to supporters

- Develop, manage, and implement a robust Volunteer program that includes establishing strong and productive relationships with community members; creating an environment that inspires and retains volunteers; and working with businesses and corporations with community service programs, especially those that contribute funding and resources
- Develop and monitor the Fund Development annual budget; reconcile revenue and expenses; produce and analyze reports, and provide information to funders and auditors
- Develop, manage, and implement a stewardship plan that includes donor and volunteer acknowledgement letters within a 48-hour turnaround, Board quarterly thank you calls to all donors; Board President thank you calls to donors \$500 and above within 48 hours; thank you notes by Board members, girls, and teens for special occasions, and other recognition and appreciation activities and events
- Develop and manage a grants strategy including researching qualified prospects, building relationships with foundations; partnering with other organizations to strengthen case, and if needed, hiring and managing an experienced grant writer to assist with implementation
- Work with staff to create and manage an alumnae program

### **Events**

- Develop, manage, and implement the Events plan in concert with the Database, Communications, and Events Manager which includes budget, goals, objectives, timelines, and activities associated with the annual signature fundraising event, Women Who Dare; Champions for Girls stewardship events; Community and Board Recognition Awards; Board Installation; Strong, Smart, and Bold new prospect receptions; Holiday Sale, program events including Ethical Fashion Show, Eurekathon, and Best Foot Forward; and partnership and family events as needed and appropriate

### **Communications**

- Develop and implement an internal Strategic Communications plan that educates Board and staff on being ambassadors and blending their personal stories with the organization's mission, vision, and brand strategy
- Develop and implement an external Strategic Communications plan in concert with Database, Communications, and Events Manager that includes weekly strategic placement of clear, consistent, and often visually compelling messages to specific target audiences. A campaign approach is utilized when appropriate. Marketing resources include organizational and event websites, social media, annual report, public relations, advertising, email campaigns, hardcopy and electronic collateral, and signage

## **Website and Database Management**

- Develop, manage, and implement a database management strategy in concert with the Database, Communications, and Events Manager that ensures our donor, email, event, and financial data are secure and accessible and when applicable integrated, using Salesforce, Constant Contact, Greater Giving, Network for Good. Develop the same standards for our website using Word Press

## **Strategic Program Support**

- Develop strategic program and communications plans for Teen Programs
- Provide strategic program resources, contacts, and partnerships to Elementary girls and Teen programs

## **Qualifications**

- Knowledge of and passion for the Girls Inc. mission and advocacy
- Knowledge of willingness to learn about and be involved in the Alameda community
- Bachelor's degree in related field or comparable work experience
- Eight - ten years of fund development planning and management, internal and external marketing communications, and team leadership experience preferred
- Demonstrated experience and expertise in the Areas of Responsibility outlined in this job description
- Must be a strategic thinker with demonstrated ability and experience to develop strategic plans and work with staff and Board to effectively implement them
- Demonstrated success achieving fund development and communications goals and objectives on time and within budget and with flexibility and innovation
- Experience in developing fund development and organizational budgets
- Demonstrated success in leading team/individuals to be successful and working with and learning from them
- Experience with recruiting, working with, and cultivating volunteers, especially Board members
- Knowledge of and experience with professional and proven models of relationship building and the culture of philanthropy such as the Benevon model
- Experience and ability to listen, communicate, and collaborate with all staff members and support their work
- Willingness and ability to work evenings and weekends to attend or volunteer at events
- Willingness to attend trainings
- Exceptional organizational skills with attention to detail
- Exceptional and demonstrated interpersonal, public relations, and oral/written communication skills
- Strong computer literacy with Windows (MS Office Word), and Excel

- Working knowledge of Salesforce, Constant Contact, Greater Giving, and Network for Good

**Salary Range:**

- **\$70,000-90,000**

**Benefits:**

- Paid medical, dental, vision benefits and life insurance
- GIIC Retirement plan/Mutual of America
- Opportunity for 403B (Tax Defer Annuity) and AFLAC/employee paid supplemental coverage

**Full-time, exempt position**

Girls Inc. of the Island City is based in Alameda, CA, is a local affiliate of the national organization, Girls, Inc. Our mission is to inspire all girls to be **strong, smart, and bold<sup>SM</sup>**. We achieve our mission through innovative, research-based programs; hands-on, interactive activities; and advocacy. Our after-school and summer programs serve girls ages 6-18, and embolden them to embrace risks, increase confidence and self-esteem, and take action to achieve their dreams.

Interested candidates are encouraged to visit the GIIC website, [www.girlsincislandcity.org](http://www.girlsincislandcity.org), and “like” our Facebook page, to learn more about us.

**If you are interested in applying or would like to know more about this position, please send email to [giicjobs@gmail.com](mailto:giicjobs@gmail.com) Please type “Development and Communications Director” as subject.**