



community sailing center
lake champlain : burlington vermont

Development & Communications Manager Job Description

Overview

Are you looking to harness your communications and networking skills for a nationally recognized nonprofit? Here at the Community Sailing Center (CSC) we're on a mission to change the landscape of sailing, and we get to do this work from one of the most beautiful corners of the globe! Our mission is to encourage and celebrate the responsible use and long-term stewardship of Lake Champlain by fostering educational and recreational opportunities for ALL members of our community. CSC is seeking an enthusiastic and detail-oriented individual to help grow our impact right here on the beautiful Lake Champlain! The purpose of the Development & Communications Manager position is to help sustain and expand the Community Sailing Center's annual philanthropic revenue. This position is responsible for the operation and coordination of donor communications, fundraising event planning and oversight, management of all social media platforms and marketing, and coordination with the Executive Director for major gifts and giving campaigns.

Qualified candidates will have an exceptional eye for detail, the ability to work independently, and the flexibility to respond to a wide range of requests for fundraising needs. This position involves a lot of moving parts and we are looking for someone who is excited to harness and hone their skills while creating positive change in our community.

To apply please send your resume and cover letter to Owen Milne, owen@communitysailingcenter.org - we can't wait to hear from you!

Reports to: Executive Director

Classification: Permanent, full -time position

Pay: Salaried; pay commensurate with experience

Prerequisite Skills

Candidates for this position will have:

- Bachelor's degree and/or related experience required
- Exemplary interpersonal skills
- Excellent communication skills (verbal and written)
- Solid organizational, project management and time management skills
- Ability to work independently performing duties under general supervision
- Strong management skills

Preferred but not required

- Experience with CRM or data management systems
- Proficiency in planning and implementing large scale events
- Experience with photography or the openness to learn
- Existing relationships with community partners or philanthropic organizations
- Familiarity with Adobe Suite, especially Illustrator and Premiere

Responsibilities

Development

1. Manage the implementation of a broad-based resource development strategy to achieve and maintain long-term financial stability, which include the Annual Campaign and Philanthropic Investment.
2. In partnership with the Executive Director, Capital Campaign Manager, and the Board of Directors, assist in organization of records and accounting for the Capital Campaign.
3. Draft and edit letters, emails, proposals, reports, program case studies and other donor-focused correspondence.
4. Oversee CSC Event committee, manage event planning tasks, sponsorship outreach, attend all fundraising events, and organize and implement post-event donor outreach.
5. Produce and maintain accountability of records, data collection, reporting, and proper acknowledgement and recognition of donors and sponsors .
6. Assess current systems, processes, and procedures and design and implement new systems, processes, and procedures that efficiently support the organization and enhance donor experience.
7. Establish performance measures to monitor results and evaluate the effectiveness of the organization's fundraising, marketing, and development program.

Communications and Marketing

1. Establish performance measures to monitor results and evaluate the effectiveness of the organization's communications, events and marketing plans and strategies.
2. Write, produce, coordinate, and distribute marketing, public relations, and general communication materials through the website, print, electronic and other media outlets to a variety of audiences, including current and prospective students, current and prospective donors, corporate sponsors, board members, Trustees, event attendees, and the public.
3. Plan and manage all social media for the Center, including Facebook, Instagram, and related digital community, including all images produced for the organization.
4. Coordinate and implement communication strategies including: publicity materials to promote events, engage participants and prospective donors or corporate sponsors. In collaboration with the management team, evaluate and refine existing internal and external communication structures and identify strategic communication goals and objectives.
5. Maintain archives (digital and print) of event, marketing, and media collateral.
6. Maintain and utilize the database of users, donors, and volunteers for contact management.
7. Participate in relevant outreach activities to grow brand awareness of programs and earned revenue services.

Administration

8. Other duties as assigned by the Executive Director