



## Job Description

### MANAGER OF DEVELOPMENT COMMUNICATIONS AND CONTENT MARKETING

**DEPARTMENT:** Development  
**REPORTS TO:** Director of Development & Community Engagement  
**HOURS/STATUS:** Full time/Exempt

WILLOW DOMESTIC VIOLENCE CENTER is a dynamic and collaborative work environment comprised of dedicated and supportive professionals who care about making our community a better place. Every day we have an impact on the lives of families. Join our team to help fulfill our vision of a community free from domestic violence, where healthy relationships thrive.

### JOB SUMMARY

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The Manager of Development Communications & Content Marketing is a new role on the Willow Domestic Violence Center team and will be responsible for planning, organizing, and overseeing all external communications and annual fundraising activities, including direct mail, annual sponsorships, and memorial gifts. The Manager will oversee donor stewardship to ensure that we exceed donor expectations to increase overall retention and level of giving for donors. Reporting to the Director of Development & Community Engagement, this role is both strategic and tactical, requiring the ability to think big while minding all the details. The Manager also works closely with the Director of Prevention Education in development of prevention themes and messaging and collaborates with the team to effectively communicate the work. The Manager must be a savvy project manager who is comfortable setting up systems and juggling multiple projects, creatively connecting the dots between fundraising, communications, and programming. Polished presentation and interpersonal skills with a strong customer service orientation is important to compellingly articulate the mission, vision, and exceptional attributes of the agency to a wide variety of donors and volunteers. The Manager will be responsible for managing the Development Coordinator and an intern(s) to support development and communication efforts.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

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#### DEVELOPMENT COMMUNICATIONS (70%)

##### Devise and Update Development Strategy:

- Work closely with the Director of Development to develop and implement a comprehensive annual giving plan including corporate sponsorship, foundations and grants and individual philanthropy.
- Identify, qualify and plan strategy to effectively cultivate and steward philanthropic relationships.

##### Development Strategy Execution:

- Work with the Director of Development to oversee all development activities including research, proposal writing, donor communication, and reporting requirements.
- Ensure a continuously robust opportunity pipeline big enough to hit growing annual revenue goals by actively managing individual, foundation, and corporate prospects and current donors.
- Integrate best practices to create and successfully execute fundraising, direct mail, and stewardship efforts; manage an assigned portfolio of donors; identify, cultivate and solicit new donors; renew and upgrade donors.
- Research and design appeals and special campaigns.
- Design and implement a corporate sponsorship program and an annual fund program.
- Devise and implement a donor stewardship plan and update it annually with new and meaningful ways to connect donors and foster a sense of community.
- Collaborate with the Director to meet prospective donors and supporters on a continual basis to establish effective communications.
- Work with the Director to prioritize work and set weekly, monthly, and annual goals

### Manage Development Operations and Revenue Tracking:

- Working closely with the Development Coordinator, support integrity of Raisers Edge, Mailchimp, DonorDrive, web and social media platforms and any other software programs that may be used in executing fundraising or social media strategies.
- Ensure accurate donor records of all received gifts; oversee gift acknowledgements to donors; produce pledge reminders and ensure donor benefits occur.
- Implement a donor tracking system to manage donor interactions and ensure timely submission of contract reports, proposals, reports and other correspondence.
- Maintain electronic copies of all submissions and reports.

### CONTENT MARKETING (30%)

#### Develop and Share Organizational Messaging and Stories:

- Develop creative and mission-centric fundraising messaging and works with prevention team members to collect, organize, and share compelling stories in various mediums.
- Prepare all donor cultivation and solicitation materials by adapting messaging as needed relative to donors' particular interests.

#### Organize and Execute External Organizational Communications:

- Collaborate with the Director to develop a communications calendar, content plan, and design and approval process that covers all social media and online and offline communications.
- Lead initial drafting and design of all external communications and collateral including press releases.
- Support with execution of campaigns and promotion of events.
- Manage social media, and website content including news, special topic articles, and events calendar.
- Collaborate with the Director on the development of the annual report.
- Cultivate partnerships and oversee all community sponsored events.
- Represent Willow at key community activities and events, fostering community engagement and donor relationships.

### OTHER DUTIES AS ASSIGNED

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- Participates in all agency meetings and debriefings.
- Attend and participate in pertinent agency and community meetings and training.
- Any other duties as may be assigned.

### QUALIFICATIONS

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- Bachelor's degree or equivalent experience required. Master's or equivalent advanced degree preferred.
- Minimum 3-5 years in fundraising or marketing communications experience for high volume institutions and organizations and a knowledge of the local philanthropic community preferred.
- Understands general business and financial principles required to effectively lead, manage, and align resources for performance, such as pipeline management and forecasting.
- Demonstrated success managing social media and marketing campaigns, developing promotional materials such as brochures and annual reports, and graphic design applications such as Canva or the Adobe Suite
- Demonstrated proficiency in donor customer relationship management (CRM) databases, including BlackBaud Raiser's Edge and experience with marketing-automation tools such as MailChimp preferred.
- Excellent professional communication skills (written and verbal).
- Demonstrated proficiency in MS Office products (Word, Excel, PowerPoint, and Outlook).
- Strong detail orientation, analytical, organizational, and time management skills a must.
- Demonstrated ability to work collaboratively with organizational levels within a diverse environment.
- Must be collaborative and team oriented; value diversity of thoughts, backgrounds and perspectives.
- New York State Driver's License not in jeopardy of being revoked.

### HOW TO APPLY

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Submit cover letter and resume by mail or email:

◦ Mail: P.O. Box 39601, Rochester, NY 14604

◦ Email: [HR@willowcenterny.org](mailto:HR@willowcenterny.org)

Be sure to indicate which position you are applying for in the subject line. No phone calls please.

***We offer a generous benefits package including health and dental insurance, paid time off, and a 401k retirement plan.***

Willow Domestic Violence Center is committed to equal opportunity for all, without regard to race, religion, color, national origin, citizenship, sex, sexual orientation, gender identity, age, veteran status, disability, genetic information, or any other protected characteristic. Willow Domestic Violence Center will make reasonable accommodations for known physical or mental limitations of otherwise qualified employees and applicants with disabilities unless the accommodation would impose an undue hardship on the operation of our business.