

Ethiopian Community Development Council, Inc.
901 S. Highland Street, Arlington, Virginia 22204

JOB ANNOUNCEMENT

Position: Director of Development and Communications
Department: Development and Communications
Reports to: Vice President of Programs
Status: Full-Time/Exempt
Location: Arlington, Virginia

Job Overview: This position leads ECDC's national strategy for resource development and communications by cultivating external relationships with stakeholders and showcasing ECDC's work in order to generate community support and donations. This position will work across departments to identify resource needs and stories to share and then include these in funding proposals as well as to use as marketing and educational pieces.

KEY RESPONSIBILITIES

Fundraising (60%-65% time)

- Works with all program and administrative teams to adapt and execute multiple-year fund-raising plans.
- Identifies, researches, cultivates, and stewards individual and institutional prospects and donors.
- Works with ECDC program staff to develop grant proposals related to particular projects and programs.
- Prepares high-quality grant proposals, reports, mailings, and acknowledgements.
- Follows up with program staff to ensure proper implementation of secured grants.
- Develops effective fund-raising materials for handouts, for social media, and on-line distribution that will lead to sustained giving.
- Tracks and reports on funds raised monthly and reconciles with Finance for proper allocation.
- Manages donor lists both in the donation database and the designated email platform.
- Plans and executes donor cultivation events.
- Helps plan and oversees ECDC's Annual National Conference.

Communication (40%-35%)

Branding and messaging

- Crafts a communications strategy and key messages to use across communications platforms.
- Develops annual calendar for communications pieces and priorities, allowing for current development notifications and follow-up.
- Leads the process of re-branding and updates ECDC's style guide.
- Develops templates for newsletters, PowerPoint presentations, thank you letters/emails, and social media messages.
- Oversees the process of redesigning/updating ECDC's website.
- Produces ECDC's annual report, developing it with input from ECDC program and branch office directors, and the director of finance, disseminating it to funders and supporters, and seeing that it is posted on ECDC's website.
- Writes and distributes press releases and ECDC statements in response to media inquiries.

- Cultivates relationships with journalists interested in refugee resettlement and co-sponsorship, community engagement, cultural integration, and provide appropriate information, personal stories, and op-ed pieces.

Digital Media

- Develops and implements plan to keep supporters updated through regular changes to ECDC's website and via press releases, posts to social media, and e-newsletters.
- Oversees the management of ECDC's Facebook, Twitter, LinkedIn, and Instagram accounts.
- Monitors trends/hashtags and media stories or breaking news related to refugee resettlement and ECDC's affiliate network.
- Oversees ECDC's engagement in RCUSA's communications and advocacy working groups and make use of shared toolkits and calls to action.
- Guides the creation of social media visuals and print graphics.
- Responds to general emails and social media messages.
- Designs and implements video and photography projects to showcase the work of ECDC.

Internal and External Collaboration

- Sets up systems for collecting stories and photos to use in communications pieces and presentations.
- Provides training to ECDC HQ staff and affiliates related to communications, advocacy, and fund-raising activities.
- Supervises the Communications Officer and Resource Development Officer.

STAFF SUPERVISION

- Develops and works with HR to post staff job announcements and job descriptions, conducts interviews and recommends hiring of new department staff; ensures staff are on board and receive necessary training.
- Supervises and coaches staff, including assigning and overseeing job duties, sets and adjusts priorities, and prepares time lines for completion of work.
- Establishes guidelines and performance expectations for staff, assesses performance goals and activities, and completes formal job performance reviews and evaluations; recommends staff promotion, salary adjustment, as necessary.
- Manages staff time, approves and signs staff time sheets, and PTO requests.

QUALIFICATIONS AND COMPETENCIES

- Master's degree in Non-Profit Management, Marketing, Public Relations, or Communications or any equivalent combination of education and training that demonstrates the ability to perform the duties of the position
- A minimum of 5-8 years of experience in a fund-raising position at a director level required.
- Experience with both individual and institutional fundraising required.
- Demonstrated experience in grant writing with success rates.
- Proven success in developing and implementing donor appeals through both traditional and emerging methodologies.
- Experience managing and developing a high performing team with the ability to lead and motivate others.
- Excellent written and oral communication skills required.
- Mastery of all Microsoft Office programs, including Word, Excel, PowerPoint, Project, and Publisher.

- Expertise in one or more of the following: Constant Contact Raiser's, eTapestry, Donor Perfect, Salesforce, or an equivalent system, required.
- Expertise in using social media (including Facebook, Instagram, and/or Twitter) as a fund-raising tool required

BENEFITS. ECDC offers an excellent benefits package including health, dental, life and disability insurance, paid holidays, vacations and sick days as well as a generous retirement plan.

TO APPLY. Submit by fax, mail, or e-mail: (1) a cover letter; (2) a résumé; and (3) a short writing sample (2-3 pages) solely authored by the candidate; (4) three professional references; and (5) salary requirement via email to hr@ecdcus.org. No telephone inquiries, please.

ECDC IS AN EQUAL OPPORTUNITY EMPLOYER.