

Associate Director of Development- Communications and Donor Engagement Job Description

Summary of Position: The Associate Director of Development –Communications and Donor Engagement position is a fundraiser who is responsible for communicating to and engaging with the community around Connections’ mission of ending homelessness. This position co-creates and carries the agency voice and messages to the largest possible audience building the broadest possible “tent” for supporters. The Associate Director helps the community understand the mission and how supporters can engage with the work via monetary and in-kind donations or through volunteering and advocacy.

This position manages agency’s external and internal communications and has direct fundraising responsibilities with the agency’s annual fund. It oversees the strategy and coordination of the volunteer program as well as community partnerships with faith, educational corporate, service organizations and partners.

Serving on a team of eleven the associate director reports to the Director of Development and supervises the Volunteer and Community Partnerships Manager as well as the Communications Coordinator.

Specific Duties:

Communications Management

- Develop and implement a comprehensive communications strategy that invites the community into the work of ending homelessness by planning and implementing a robust communications calendar.
- Co-create and steward the agency’s voice through all channels including social media and website.
- Build strategy, narrative, and communication plan for targeted audiences and groups including annual fund donors, volunteers, in kind donors, and all types of community partners.
- Provide oversight of execution of collateral material production including annual report, impact cards, program brochures and presentations etc.
- Write press releases and support the development and maintenance of media relationships with agency to drive awareness in the community.



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- Generate and support executive communications including presentations, speeches, solicitation letters, and digital content.
- Manage and provide support and supervision to Communication Coordinator.
- Support team with event, volunteer, and partnership communication needs.

Annual Fund Management

- Create and execute a plan to grow the agency's annual fund by cultivating and soliciting support from individual donors of less than \$1,000 (approximately 350k from 1200 donors).
- Develop and execute calendar of solicitation via direct mail and online campaigns.
- Analyze and report on performance of direct mail and online campaigns, then use analytics to refine and improve future campaigns.
- Segment donor database and guide the agency's stewardship processes to build stronger relationships with supporters.

Volunteer and Community Partnerships Program Management

- Create a cohesive strategy to engage all types of community partners as sources for volunteers, donors and advocates for the mission.
- Oversee the growth and diversification of the community partnership portfolio.
- Support the continued growth and function of the robust volunteer program a source of new donors and community advocates.
- Manage and provide support and supervision to volunteer and community partnerships manager.

General Development Responsibilities

- Support the overall development and implementation of the annual development plan including supporting volunteer program, special events and community relation efforts.
- Adhere to the Code of Conduct and Core Values of Connections for the Homeless.
- Perform other duties as assigned.

The following qualifications are requirements for the position:

- Valid Illinois Driver's License
- Flexible schedule – may be required to attend after hours' meetings, community events, and/or volunteer activities.
- Able to work independently and with diverse populations.
- Excellent speaking, writing, and interpersonal skills.



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- Must be willing to submit to a criminal background check and submit to or provide evidence of a recent test for tuberculosis.

The following qualifications are highly desirable:

- 5-7+ years working in either development or communications at a non-profit.
- An experienced supervisor.
- Bachelor's degree and or previous work experience in non-profit management, fundraising, communications, or marketing.
- Exceptional written communication skills, including, speech writing, press release writing and copy editing.
- Strong understanding of audience segmentation, social media platform utilization and cross-channel engagement.
- Excellent computer skills, including MS Office (Word, PowerPoint, and Excel) and Adobe Creative Suite.
- Experience with content management software and Google analytics.

To apply, please email your cover letter and resume to info@connect2home.org.