



# CRISIS CENTER

## Director of Development and Communications Job Description

### **PURPOSE**

The Director of Development and Communications plays a leadership role in maintaining and growing the membership and individual giving of the organization, as well as raising awareness about the organization's program work through online and offline media and marketing, special events, and other communications activities.

### **WORKING RELATIONSHIPS**

- Reports directly to Executive Director of the Crisis Center, Inc.
- Collaborate with Board of Directors, especially the Development Committee
- Works closely with all staff members to ensure that all programs complement each other in philosophy, policy, and procedure.

### **QUALIFICATIONS**

- Minimum of bachelor's degree in communications, marketing, public relations, non-profit management, or a related field with at least one year of experience.
- An orientation to service is a plus.

### **DUTIES AND RESPONSIBILITIES**

#### *Development and Fundraising*

- Supervise the management of the organization's donor database and provide monthly reports to the Executive Director and Finance Committee for tracking donor information, appeals and campaign income, membership growth, and renewal rates.
- Implement all individual fundraising activities including direct mail and online appeals and events.
- Develop and implement strategies to significantly grow the organization's membership numbers and individual fundraising levels on an annual basis.
- Develop strategies for enhancing and strengthening the major donor giving program and work with ED to implement those strategies on an annual basis.

- Work closely with the Executive Director and Development Committee to strengthen board involvement in individual giving and membership programs.
- Plan and implement special events, existing and new, aimed at increasing awareness and funding for the organization.
- Familiarity and agility with fundraising and CRM software, such as NEON CRM and Swell
- Other duties as determined by the Executive Director.

#### *Communications and Public Relations*

- Manage email list and produce regular communications newsletters to donors, community stakeholders, volunteers and other supporters using MailChimp
- Manage and regularly update organization website (Wordpress)
- Develop and manage the organization's media relations, including developing relationships with key media outlets throughout Central Alabama and keeping up with important changes in the print, online, and television media as well as maintaining an updated media list.
- Develop media and communications strategy in conjunction with key program staff and produce media pitches, press releases, online posts, etc. in support of the organization's program work.
- Participate and represent the organization at meetings, networking events, and outreach events to help raise awareness about the organization and increase fundraising and advocacy opportunities.
- Manage and regularly update social media outlets.
- Other duties as determined by the Executive Director.

**To apply, send resume and cover letter to Meg McGlamery at [mmcglamery@crisiscenterbham.com](mailto:mmcglamery@crisiscenterbham.com). Please put "Development and Communications Job Search" in the subject line of your email. Questions can be e-mailed to the same address.**

**Applications will be accepted until Friday, April 21, 2023.**