

## JOB POSTING

**JOB TITLE:** Communications and Development Specialist  
**DIVISION/OFFICE:** Administration  
**EMPLOYMENT TYPE:** Full Time  
**REPORTS TO:** Director of Program & Fund Development

**LOCATION:** 75 Park Avenue, Newark, NJ  
**FLSA STATUS:** Exempt  
**SOC CODE:** 27-3030  
**COMPENSATION:** Commensurate with Experience

**BENEFITS:** La Casa offers a generous benefits package, including paid holidays, Paid Time Off (PTO) if eligible, Paid Sick Leave (PSL), 401k with employer match upon eligibility, and health, dental and life insurance benefits if you meet the eligibility requirements.

### POSITION SUMMARY:

La Casa de Don Pedro is seeking an experienced, highly creative and passionate Communications and Development Specialist to join its Program and Fund Development office. The office plays a critical marketing, fundraising and program development role for the entire organization.

The Program & Fund Development Office has the following responsibilities:

- Promotes the organization and its impact to the community, prospective and current donors, and internally within the organization through relationship building, multi-media on its website, social media, newsletters, and other communication outlets, and volunteer coordination.
- Brings to the organization diverse resources (private, government, and individual), raising funds to support the organization's operations through grant writing, special events, and appeals
- Researches best practices to support the agency's agenda and initiatives, supporting the design and development of new program opportunities
- Program outcomes monitoring and evaluation

The Communications and Development Specialist is responsible for the implementation of the organization's overall marketing initiatives and communication strategies and supports the Director of Program & Fund Development in other initiatives related to the goals of the unit.

### RESPONSIBILITY AND DUTIES:

#### Communications

- Raise awareness of organizational impact, institutional image and brand, and increase financial, and volunteer contributions to the organization by:
  - Identifying compelling stories, facts, and outcomes about the organization
  - Demonstrating findings by writing articles, stories and developing multi-media visuals including photographs, videos, infographs, and other web content that demonstrate these outcomes
  - Sharing with constituents in monthly newsletters, e-newsletters, brochures, social media, multi-media, articles, and website
  - Building and maintaining relationships with area businesses and groups through volunteer coordination and other ways
  - Helping cultivate and maintain relationships with sector and news media
- Regularly source and post relevant content on organization's social media platforms including Facebook, Twitter, Instagram, and LinkedIn.
- Share information internally within the organization by developing and writing an internal newsletter.
- Promote and encourage common branding within the organization.
- Assist with public relations, including identifying opportunities for promotion in media (news, social, and print), and coordinating exhibiting, news article, and speaking opportunities.
- Maintain and update the organization's website.
- Draft and submit press releases as needed.
- Design and submit print and online advertising as needed.
- Build team knowledge of social media efforts and collaborate with team members on the creating of content.
- Track, measure, and report on organization's web traffic and social media stats
- Investigate new social media platforms.

#### Development

- Support the planning, fundraising, and implementation of four special events annually
- Maintain donor database.
- Thank donors in timely fashion.

- Coordinate end of year and end of fiscal year individual donor campaigns, including assessing the feasibility of a major gifts campaign, planned giving and direct mailings.
- Prospect research on potential businesses, corporations, individuals and foundations for new program and general investment.
- Support the Director of Program & Fund Development, Executive Director and the program division leadership in the solicitation of funds and in the preparation of proposals for new and continuing funding. This may include coordinating the preparation, assemblage, appropriate documentation, writing, proofreading and editing.
- Participate in Board of Director's Resource Development & Marketing Committee, including meetings that are held after work hours, approximately 6 meetings per year.

#### **Other**

- Other duties may be assigned as needed.
- Volunteer at annual community festival.

#### **Required Skills and Experiences**

- Bachelor's Degree
- Exceptional interpersonal, written, research and oral communication skills
- Ability to carry oneself professionally and liaise comfortably with high profile individuals and businesses
- Well-developed organizational, time management, multitasking, and problem-solving skills
- Ability to work both independently and as part of a team and serve as a conduit for information to and from other members of the organization
- Strong project management skills
- Understanding of nonprofit organizations
- An entrepreneurial spirit, a creative mind, a positive attitude, and demonstrated commitment to volunteerism.
- Comprehensive knowledge of all major social media platforms and performance metrics
- Experience editing WordPress websites
- Proficient in Microsoft office - Word, Excel, PowerPoint, Publisher, Outlook
- Demonstrated success at building online communities
- Ability to take initiative and work as a team.

#### **EDUCATION, EXPERIENCE AND PHYSICAL DEMANDS:**

- Bachelor's Degree
- Exceptional interpersonal, written, research and oral communication skills
- Ability to carry oneself professionally and liaise comfortably with high profile individuals and businesses
- Well-developed organizational, time management, multitasking, and problem-solving skills
- Ability to work both independently and as part of a team and serve as a conduit for information to and from other members of the organization
- Strong project management skills
- Understanding of nonprofit organizations
- An entrepreneurial spirit, a creative mind, a positive attitude, and demonstrated commitment to volunteerism.
- Comprehensive knowledge of all major social media platforms and performance metrics
- Experience editing WordPress websites
- Proficient in Microsoft office - Word, Excel, PowerPoint, Publisher, Outlook
- Demonstrated success at building online communities
- Ability to take initiative and work as a team.

#### **Desired Skills**

- Fundraising Special Events planning experience
- Experience with donor software
- Videography, editing, & photography skills
- Adobe Illustrator and Photoshop, or other graphics programs
- Spanish fluency
- Basic knowledge of HTML
- Knowledge of Newark's philanthropy and business sectors

*\*The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

#### **SCHEDULE:**

- Monday – Friday, 9:00am -5:00 pm (Schedule may vary according to meet needs)

#### **TO APPLY:**

- Email your resume with thoughtful cover letter and writing sample to: [info@lacasanwk.org](mailto:info@lacasanwk.org) Only candidates being considered for an interview will be contacted. **Open Date:** July 24, 2017

***La Casa de Don Pedro is an Equal Opportunity/Affirmative Action Employer and committed to diversity in the work place. All applicants will receive consideration for employment without regard to age, race, color, national origin, ancestry, marital status, affectional or sexual orientation or sex.***

To learn more about our organization, please visit our website: [www.lacasanwk.org](http://www.lacasanwk.org)

