



**POSITION DESCRIPTION:  
DEVELOPMENT AND COMMUNICATIONS DIRECTOR**

**About Us**

Everybody Wins DC (EWDC) helps children thrive by building connections through reading. The idea behind our mission is simple and straightforward: by giving a child the opportunity to share a joyful reading experience with someone who cares, we can change that child's life for the better. But it isn't just the children who benefit.

**When we all connect over books, everybody's lives get better – everybody wins!**

**About the Role**

The Development and Communications Director will be responsible for managing and implementing all fundraising activities. This position is both strategic and tactical, as it is responsible for developing, managing, and executing EWDC's annual development plan and overseeing our communications plan. The ideal candidate has a clear grasp of all core components of development, including individual contributions and stewardship, annual and online giving campaigns, corporate partnerships/funding, special events, and grant writing. This role requires experience managing development operations, including CRM management, budget-building, and gift-processing.

This role will report to and work closely with the Executive Director (ED) in addition to partnering with other staff to promote an organizational culture of philanthropy.

The Development and Communications Director can expect his/her/their work to include:

**Leadership and Development Strategy:**

- Contribute positively to organizational culture and reflect EWDC's values
- Manage and execute EWDC's development and stewardship plans to achieve annual revenue goals
- Update existing development and stewardship plans with new ideas, industry best practices, and data-driven analysis
- Ensure a robust gift pipeline big enough to hit annual revenue goals by actively managing prospective and current donors, foundations and other funders solicited via proposals, grant applications, multiple appeals, and other fundraising activities
- Participate in strategic planning for EWDC to ensure development plans align with and are in service of evolving organizational goals
- Serve as the staff leader and liaison to the board of directors' development committee
- Other duties, as assigned

**Fundraising and Donor Relations**

- Research, design and lead the moves management plans for major individual and corporate donors
- Manage and develop existing initiatives, appeals, and campaigns focused on targeting new donors and stewarding existing donors
- Help develop creative and mission-focused fundraising messaging that effectively articulates the special role and impact of EWDC in the community
- Project manage the ED's fundraising work, directing her where and how best to spend her time and efforts on a weekly, monthly, and quarterly basis

## **Communications**

- Update annual communications plan/calendar to support development goals and work with Program Director to ensure EWDC opportunities for both programs and development are elevated
- Supervise, direct, and edit all designs and written materials produced by Communications and Outreach Manager

## **Foundation and Corporate Funding**

- Ensure EWDC has a robust pipeline of local, regional and national grant opportunities to pursue
- Create and manage a grant calendar to track all upcoming applications and reports, collaborating with staff as needed
- Clearly and effectively draft dynamic, reader-friendly, and high-quality writing free of typos, jargon, and lackluster prose
- Assist ED and Board in building personal relationships with foundation and corporate funders
- Track all grant work in Salesforce, EWDC's CRM to ensure all grant opportunities and tasks are current and well-detailed

## **Fundraising Event Management**

- Determine best combination of events to support program and organizational goals
- Work with staff to plan and execute events, leading all development and revenue components
- Create and execute pre- and post-event constituent communications plans

## **Managing Development Operations and Revenue Tracking**

- Establish and monitor annual and long-term revenue goals and budgets
- Design and update a regular progress-to-goal report and development dashboard for the Executive Director
- Spearhead development-focused data input and ensure accuracy in all records and development reports in Salesforce, EWDC's CRM
- Routinely update how-to documentation to codify and safeguard systems
- Work closely with Communications and Outreach Manager and Accountant to ensure data integrity

## **Overseeing Consistent and Creative Donor Stewardship**

- Manage the execution of EWDC's donor stewardship plan
- Think creatively about the donor stewardship plan and update it annually with new and meaningful ways to connect donors and foster a sense of community

## **Staff Supervision**

- Manage full-time Communications and Outreach Manager including supervision, training and coaching

## **About You**

To be maximally successful in this role, you need to be:

- A born project manager with a knack for working backwards from a deadline to create a plan
- Accustomed to working on multiple projects with different deadlines simultaneously

- A natural people person who appreciates that everyone has an important story to tell
- A dynamic, professional, and poised brand ambassador for EWDC
- A reliable and friendly communicator who reaches out and follows up
- A practiced public speaker who can think on your toes
- A stickler for details and quality
- A caretaker of sensitive information about donors, mentors, EWDC's community, etc.
- A strong self-motivator
- A creative thinker willing to test out new ideas

You need to have:

- A Bachelor's degree and 6-8 years of nonprofit development experience
- Demonstrable experience as a fundraising generalist, with hands-on practice at institutional giving/grant writing, major gifts, annual giving, corporate partnership building, special events, direct mail, and online giving campaigns
- An excellent working knowledge of Salesforce (or a comparable) for donor and revenue management
- Experience managing and improving development operations, ranging from CRM management to budget monitoring to gift processing
- Enthusiasm to propose fresh ideas without prompting by leadership, openness to feedback on those ideas, and a persistence to bring those ideas to life

#### **About Compensation and Benefits**

- Generous PTO policy, including paid leave on certain school holidays and in-year school breaks (September to June)
- Health and dental coverage
- 401(k) plan with employer match
- During the COVID-19 pandemic, all work is remote. Post-pandemic, this position will be in-office with the possibility of a flexible work schedule
- Salary range is \$65,000 - \$75,000 commensurate with experience

#### **To Apply:**

Interested applicants should submit a (1) resume, (2) cover letter and (3) a writing sample representative of development work to jobs(at)everybodywinsdc.org with "**Director of Development and Communications**" in the subject line.

***EWDC does not discriminate on the basis of race, color, age, ethnicity, religion, national origin, pregnancy, sexual orientation, gender identity or expression, genetic information, gender, marital status, disability, or status as a US veteran. DC natives and people of color are encouraged to apply.***