

IDENTITY, INC.

Position Title:	Development & Communications Manager
Supervisory Responsibilities:	NO
Budget Responsibilities:	NO
Reports To:	Chief Strategy Officer
FLSA Classification:	Exempt
Date:	May 17, 2016

Established in 1998, Identity's primary goal is to support Latino youth and other vulnerable youth in making a successful transition to adulthood. Identity believes that young people come first; every child has great potential; youth deserve more than one chance; and that society is enhanced by cultural diversity.

POSITION SUMMARY:

The Manager of Development and Communications is responsible for Identity's day-to-day fundraising and communications efforts including proposals and appeals to foundations, corporations and individual donors, special events, the website, annual report, e-newsletters and social media. Together with the Development and Communications Team (includes the Grants Writer/Manager, Special Projects Coordinator and Chief Strategy Officer) and the Executive Director, s/he shares responsibility for raising the annual budget of \$5 - \$6 million. S/he works in partnership with the Grants Writer/Manager and very closely and collaboratively with all members of the organization's Leadership Team and program staff.

PRIMARY RESPONSIBILITIES:

1. Manage and grow the full range of non-government related fundraising strategies such as foundation proposals and reports, donor appeals, workplace giving, special events and in-kind contributions.
2. Develop and implement strategic opportunities to increase the engagement and contributions of donors.
3. Assume responsibility for writing and managing communications efforts including the website, e-newsletters, social media, annual and special reports and other marketing materials.
4. Ensure consistency with organization's mission, messages and strategic plan.
5. With the Grants Writer/Manager, assure accurate and efficient development and communications databases, tracking and reporting systems.
6. Research, evaluate and pursue new fundraising and communications opportunities.
7. Assure compliance with donor requirements and with federal, state and county fundraising policies, procedures, standards and applicable regulatory requirements.
8. Collaborate with the Executive Director, Chief Strategy Officer and Board on developing and implementing a comprehensive multi-year fund development strategy to ensure Identity's sustainability.
9. Stay abreast of trends in fundraising and communications and in positive youth development and social and emotional learning.
10. Participate in planning, writing, editing, proofing and submitting government grant proposals and reports, especially during peak periods.
11. Represent Identity at meetings and events.

EDUCATION and EXPERIENCE:

- Undergraduate degree required, advanced degree preferred, in communications, journalism, nonprofit management or related field.
- Several years of experience and demonstrated success in fundraising and communications.
- Superior and proven persuasive writing skills and excellent editing and proofreading skills; ability to speak effectively before groups.

SKILLS, ABILITIES, and REQUIREMENTS:

- Ability to analyze and communicate complex data.
- Comfort with budgets and interpreting financial statements.
- High level of organization, attention to detail and ability to prioritize multiple tasks and deadlines.
- Ability to establish and maintain positive working relationships and to both lead and contribute to work teams.
- Mastery of Microsoft Office, particularly Word and Excel.
- Familiarity with database operations and ability to learn software such as e-Tapestry.
- Experience with social media tools.
- Eagerness to work collaboratively in a fast-paced, team-oriented and goal-driven environment.

WORK ENVIRONMENT:

- Periodic evening/weekend work necessary.
- Temperature controlled semi-private office and easily interrupted with visitors and external noise.
- Continuous sitting for prolonged periods, more than two consecutive hours in an 8-hour day interspersed with mobility.
- Keyboard use of greater or equal to 40% of the workday
- The ability to lift and move up to 10 lbs.