



Job Opening: Development Manager

East Durham Children's Initiative (EDCI) is committed to improving outcomes for children and families living in and around a growing area of East Durham referred to as the EDCI Zone. Our long-term vision is to have all youth in the EDCI Zone successfully graduate from high school, ready for college or a career. We work to achieve this vision by providing a continuum of high-quality services for children and families extending from birth through high school. EDCI partners with over 40 local organizations and community members who share our vision to provide these needed resources and supports to East Durham children and families.

EDCI is seeking a talented Development Manager to join our team. As the Development Manager, you will create and execute strategies to support EDCI's mission, lead EDCI's communications strategy, and grow our brand awareness with families, funders, and partners. You will write inspiring copy and lead our digital storytelling to motivate potential donors, volunteers, and other audiences.

The Development Manager is a full-time, benefits eligible position and reports to EDCI's Director of External Engagement.

The Development Manager must thrive in a start-up, nonprofit environment with limited supervision and changing priorities. This position must work creatively to maximize limited resources and function in a fast paced and flexible work environment.

RESPONSIBILITIES

- Collaborate with the Director of External Engagement and the development team to develop and implement EDCI's development plan and communications strategy
- Plan, write copy for and execute marketing campaigns to achieve fundraising goals; drive high levels of family, external, and board engagement; and grow brand awareness
- Utilize data to pull lists for targeted campaigns to donors, partners, community members, board members and other groups
- Perform campaign analysis and make data driven decisions to improve outcomes and ROI
- Write, design and maintain the annual report, brochures, presentations, invitations, posters and other materials used by all members of the team
- Regularly update EDCI's web site and coordinate with the external web vendor
- Manage EDCI's social media presence on all relevant platforms, including Facebook, Instagram and Twitter
- Devise and implement strategies to drive increased traffic to the web site and social media platforms
- Maintain a calendar of events and plan and help coordinate events including tours of EDCI programs, presentations, and fundraising events
- Coordinate photography for events and activities
- Manage external marketing vendors, including the bid process, schedule, design, and production
- Write press releases and pitch story ideas to media
- Help maintain the logo, style and brand guidelines and support consistent use throughout the organization

- Coordinate with program staff to remain current on EDCI offerings, partner services and evaluation data

MINIMUM QUALIFICATIONS

Education/Experience

- Bachelor's degree required, preferably in English, journalism, communications or marketing

Required Skills and Experience

- Excellent written, verbal, and visual communication skills with the ability to effectively communicate with a variety of audiences
- Excellent analytical, organizational, and creative problem solving skills
- Ability to work independently or to lead and guide a cross-functional team
- High energy and passion for EDCI’s mission and to share the stories of EDCI’s children and families through an equity lens
- Desire to serve families and children of East Durham

Preferred Skills and Experience

- Professional experience in a nonprofit organization
- Experience with creating marketing or development campaigns to achieve revenue goals
- Experience with copywriting for email, print and web
- Ability to create presentations for a variety of external audiences
- Experience with CRM
- Experience with Adobe suite
- Photography experience

Benefits and Salary: Salary for this position is competitive and is commensurate with prior experience. This position is eligible to receive benefits.

Anti-Discrimination Policy: EDCI prohibits discrimination and harassment, and provides equal employment opportunity without regard to race, color, religion, national origin, disability, veteran status, sexual orientation, gender identity, sex or age. EDCI is committed to recruiting, hiring, and promoting qualified minorities, women, individuals with disabilities, and veterans.

Commitment to Child Safeguarding: EDCI’s selection process reflects our commitment to keeping all children safe from harm. To this end, all EDCI staff members who may be in direct contact with children and youth will be trained on their duty to report as well as EDCI’s Child Safeguarding Policies. All potential applicants will be screened through both a state and national database of criminal offenses, sexual offenses, and for acts of terrorism.

Employee Acknowledgment: The job description is intended to provide an overview of the requirements of the position. It is not all-inclusive. EDCI may require other functions, duties or responsibilities not listed herein. Management, at its sole discretion, reserves the right to change, alter, and/or otherwise modify this job description at any time. Nothing in this job description is intended to create a contract of employment of any type or kind.

How to Apply: Applications will be reviewed immediately. Applicants should send cover letter, resume, writing samples, and three references by email (please place Development Manager in subject line): David Reese, President & CEO, David.Reese@edci.org