



## **Director of Communications and Development**

**\*\*\* \$2,000.00 Sign-On Bonus\*\*\***

Worcester County Food Bank (WCFB) believes that healthy food is a fundamental right of all people, that hunger is a solvable problem and an issue of social justice. WCFB's mission is to engage, educate, and lead Worcester County in creating a hunger-free community. To that end, WCFB annually collects donations of perishable and non-perishable food and distributes it through a network of Partner Agencies, including food pantries and community meal programs; trains Partner Agencies in food safety; and advocates for systemic and sustainable solutions to the problem of food insecurity. WCFB is deemed to provide essential services to the community in time of emergencies.

### **Job Summary**

The Director of Communications and Development is a senior leadership position responsible for managing multi-faceted communications and fund development strategies geared toward 1) increasing WCFB's visibility and authority as the known and trusted expert on hunger in Worcester County and 2) engaging community members – including donors, advocates, Partner Agency representatives, volunteers, staff, and board – more deeply in WCFB's mission to create a hunger-free community. The Director of Communications and Development supervises development and communications staff.

With a current revenue budget of \$3.5M, the Director works to grow revenues through a focus on enhancing donor communications, increasing donor loyalty, and deepening donor relationships. This is a full-time exempt position reporting to the Chief Operating Officer (COO).

**This position is designated essential to WCFB's mission.**

### **Responsibilities**

- Fosters a culture of philanthropy throughout WCFB and creates a donor-centered organization that nurtures loyalty through a comprehensive relationship-building program including cultivation and communications. Translates WCFB's vision and goals into compelling appeals to outside constituents and for internal staff.
- Promotes culture of storytelling, defining strategies for telling personal stories that highlight the positive impact of WCFB's work and employing a variety of communications methods to do so; as needed, generating content by interfacing directly with community members – including donors, advocates, Partner Agency representatives and people seeking food assistance. Ensures consistent voice and messaging across WCFB's communications channels and coordinates approval process around external communications.
- Works closely with CEO, COO, Director of Advocacy and Development Staff to identify annual communications and development priorities.
- Interfaces regularly with donors of all types.

- Coordinates with WCFB Staff, opportunities for donors to experience firsthand the impact of their gifts on WCFB's advocacy, Partner Agencies, and operations.
- Evaluates the effect of internal and external forces on WCFB's communications and fund development and recommends short- and long-term plans and programs that support WCFB's values, mission, and strategic plan.
- Keeps informed of developments in communications and philanthropy and applies best practices.
- In keeping with the body of knowledge and best/next practice, designs and assures implementation of cost-effective communications and fund development programs, employing economy while maintaining an acceptable level of quality and solid return on investment.
- Provides general oversight of all WCFB's communications and fund development activities including direct mail, newsletter, Impact Report, website and online giving, social media, grant applications and reporting and corporate partnerships. Manages the day-to-day operations of the team and monitors adequacy of strategies and tactics.
- Regularly collects, analyzes, and reports on key communications and development metrics.
- Prepares regular communications and development analyses and reports for the COO, CEO and Board of Directors.
- Engages and supports Board of Directors in donor relations through thank you calls, community events, etc. that support WCFB.
- Participates with WCFB Staff and Board of Directors in the formulation and implementation of budgets and strategic plan.
- Assures WCFB's needs around print and digital communications, PR and media relations and advertising are met. Coordinates content generation, design, and printing for major annual publications, interfacing with staff, board, vendors, and other community members.
- Other projects as assigned by the COO.

## **Qualifications**

- Combination of education and senior management experience in communications, marketing, and development in a nonprofit organization.
- Commitment to WCFB's mission and familiarity with advocacy.
- Commitment to prioritizing equity, diversity, and inclusion and integrating it throughout WCFB's communication and development strategies.
- Strong supervisory experience including building and managing teams.
- Knowledge and demonstrated experience in the nature and dimensions of communications and philanthropy, ethics, motivations for giving and volunteering, research and cultivation practices, standard fundraising techniques including face-to-face solicitation, proposal writing, and direct mail, and development office functions including gift processing, prospect and donor histories, and fundraising reporting.
- Commitment to a flexible work schedule to meet the organizational needs of WCFB and Communications and Development Department.
- Willingness to travel locally, regionally, and nationally as needed for meetings, conferences, etc.
- Practical and strategic systems thinker and problem-solver.
- The ideal candidate will have:
  - Leadership ability and effective communication skills. Bilingual communication skills are recognized as an asset.
  - Demonstrated success in managing and implementing comprehensive programs in communications and fund development that increase awareness, engagement, and philanthropic contributions.
  - Budgeting and financial management skills.

- Strong attention to detail.
- Initiative, flexibility and ability to adapt quickly to changing circumstances and priorities.
- Experience working with, and managing, “creatives” including designers, photographers, videographers, etc.
- Experience using and managing databases and technology (i.e., DonorPerfect, Constant Contact, Wordpress website, design programs).
- Membership in professional communications and fundraising associations is expected.

**Pay Scale:** \$70,000 - \$91,500      **Status:** Exempt

**How to Apply:** *A formal cover letter is required for consideration.*

- 1) Online at Indeed.com; *or*
- 2) Mail cover letter and résumé to Worcester County Food Bank, Attn: Lara Greene, 474 Boston Turnpike, Shrewsbury, MA 01545.
- 3) E-mail [HR@foodbank.org](mailto:HR@foodbank.org) (subject line: “Director of Communications & Development”)

***WCFB is an Equal Employment Opportunity (EEO) employer and welcomes all qualified applicants. Applicants will receive fair and impartial consideration without regard to race, sex, color, national origin, age, disability, veteran status, genetic data, religion, or other legally protected status.***

***We strongly encourage people of color, women, LGBTQ + individuals, people with disabilities, and people living with or have experience of poverty to apply.***