



## DEVELOPMENT AND COMMUNICATIONS DIRECTOR

### About GlassRoots

GlassRoots ignites and builds the creative and economic vitality of greater Newark, with a focus on underserved youth and young adults, through the transformative power of the glass art experience. Through involvement with GlassRoots' arts, residents of all ages are empowered to think creatively and realize new visions of their futures through the art of glassmaking. Widely renowned for excellence in collaborative programming, GlassRoots presents high quality, rigorous, innovative, relevant, and diverse programming that both reflects and expands the community's interests.

### Our Values

GlassRoots' core values drive our constant pursuit of institutional excellence, and inspire all that we do. To maximize our impact, we embrace these values:

- **The Arts** – We believe in the transformative power of the arts and embrace it to develop youth and adults alike.
- **Collaboration** – We promote high performance through teamwork, collective action and trust.
- **Diversity** – We promote inclusiveness, accommodation, and impartiality.
- **Entrepreneurship and Innovation** – We implement unique, creative and cost-effective solutions that advance our service to the community. We value being nimble and responsive to opportunities that enhance our work.
- **Gratitude** – We infuse a culture of gratitude throughout our organization and to all who might contribute to our success.
- **Integrity** – We adhere to the highest standards of ethics, honesty, stewardship and public trust.
- **Respect** – We demonstrate a high regard for others and value the healthy exchange of ideas and opinions.

### Purpose for this Position

We are seeking a skilled storyteller with the energy and creativity to take our development and communication efforts to a new level. The ideal candidate will have at least 3 years of experience with nonprofits, and a desire to work part-time (about 20 hours/ week), with anticipation that this position will grow to a full-time position within three years. The Development and Communications Director is responsible for managing our individual giving program, grants portfolio, and steering our overall message and communications efforts.

We're moving to a space over 4x bigger than our current space during this fiscal year! As we head into this year of transition, we see this position as a critical part of communicating our vision, impact and excitement. We are at an important point of evolution for the organization with many opportunities ahead of us to engage new communities and expand our impact.

## **Duties and Responsibilities**

### **Annual Fund**

#### **Individual Contributions (20%)**

- With CEO, create strategies and tools to engage individual donors at \$250 level and above, and all recurring donors
- Oversee donor database (currently E-Tapestry) including, but not limited to, input, tracking, invoicing of donors
- Design, plan and implement multiyear appeals (including year-end appeals) with solicited initial input on key messages from appropriate staff and copy/editing review from CEO
- Support fundraising efforts through identification of new donors, cultivation, solicitation), and support the board fundraising efforts working with board volunteers
- Provide administrative support of fundraising events, as well as provide support in attracting sponsorships and attendees

#### **Grants (30%)**

- Manage private foundation grant writing for the organization, including editing and writing of grant proposals (duty shared with CEO) to fund special projects, ongoing programs, and general operations (our current annual grant revenue is \$360,000)
- When appropriate, contact foundations to discuss opportunities for submission or proposal status update
- Prepare budgets for grant proposals with assistance from the Program Director
- Prepare attachments and coordinate final production of proposals
- Write reports based on foundation guidelines
- Write/track acknowledgements and thank you letters
- Track reporting and submission deadlines
- Create annual grants plan that includes successful submissions, rejected submission and opportunities for increased foundation support

#### **General Fundraising Financial (5%)**

- Develop budgets and monthly spreads for grants, special campaigns, and associated expenses working with CEO
- Work with bookkeeper as needed to maintain timing and accuracy of pledges and donations

### **Communications**

#### **General Communications (40%)**

- Create and manage communications plans and update staff on current priorities
- Oversee all mass email communications, working with program staff to implement high-quality, audience-specific emails
- Develop web content and communications materials, including letters, emails, fliers, videos, renewal letters, and other materials; work with staff and design consultants as needed
- Work with blog editor to ensure that content aligns with communications plan
- Report monthly on communications analytics
- Review communications materials generated by other staff members

#### **Biannual Newsletter and Annual Report Editor (5%)**

- Edit and write articles and announcements with assistance from other staff members

- Design and layout with input from CEO and Program Director, and coordinate printing
- Coordinate mailing of newsletter and annual report
- Work with design and communications consultants as needed

### **Skills Required**

- Natural writer; ability to weave several themes into a master narrative
- Previous experience in development and/or communications for nonprofits ideal
- Culturally responsive and committed to equity
- Strong verbal and written communication
- Experience with social media marketing management systems
- Experience with nonprofit databases
- Strong knowledge and proficiency with Microsoft Office Suite; some experience with Adobe Creative Suite
- Very high attention to detail, including accuracy and efficiency
- Excellent time-management skills, including ability to balance multiple and sometimes competing priorities
- Ability to work calmly under pressure as a high-functioning team member
- Proven experience in identifying, cultivating, soliciting, recognizing and stewarding individual and foundation donors

### **Additional Requirements**

Ability to work 20 hours per week, minimum 3 days/week between the hours of 9am–5pm Eastern, with very occasional evening or weekend hours (2-3 times each year for special events); work will occur in an office environment with option for remote work as mutually agreed.

### **Commitment to Diversity, Equity, and Inclusion**

We are committed to the principles of equal opportunity and diversity and to attracting and supporting a staff and board who represent the rich diversity of the communities we serve. We do not discriminate on the basis of race, religious creed, color, national origin, ancestry, gender, sexual orientation, age, marital status, veteran status, or mental or physical disability.

### **Compensation**

Annually: \$32,000

FTE: 0.5 (20 hours/week)

Status: Exempt

Reports to: CEO

### **Benefits**

Sick Leave

Studio Time

### **Application instructions**

Please send resume, cover letter describing your qualifications, and a recent writing sample (marketing, publicity or development related) with the subject line “[Your Name] – Development and Communications Director” to [jobs@GlassRoots.org](mailto:jobs@GlassRoots.org). Due date for initial consideration is 9/16/2019. Applications will be accepted until position is filled.