



JOB TITLE: Development and Communications Manager

Reports to: Executive Director

FSLA Status: Exempt

Schedule: Full-time

Pay Range: \$40,000 – \$45,000

Benefits: health care stipend; accrued personal time off (PTO); ORCA pass

First review of resumes May 12th, 2021 - all applications must be received by 5:00 pm on May 11th, 2021

ABOUT DOWNTOWN ON THE GO

Downtown On the Go (DOTG) is the transportation advocate and resource for anyone whose daily life is downtown. It is a 501c4 organization in partnership of the Tacoma-Pierce County Chamber, City of Tacoma and Pierce Transit, steered by a board of directors representing downtown businesses, organizations, and agencies committed to leveraging their resources and relationships to reduce the downtown drive alone rate. DOTG was formed in 2009 as a program of the Chamber and became an independent non-profit in 2014. For more information on Downtownonwego.org; find us on Facebook, Instagram, and Twitter.

Position Summary:

Supports Executive Director and Board of Directors in resource development including grant writing, donor data management, donor cultivation, major event planning, major giving and corporate sponsorships. Coordinates marketing and public relations efforts to increase funding by elevating name recognition and consistent brand awareness.

Key Responsibilities:

- Manages donor database including input, thank you letters, activity tracking and running reports as requested.
- Prepares grant proposals to secure funding.
- Supports fundraising events including developing, planning and implementation, coordinating volunteers, related marketing materials and social media.
- Coordinates marketing efforts through writing and emerging social media strategies.
- Develops and/or maintains marketing tools/materials in alignment with resource development priorities.
- Develops/promotes quantitative data and qualitative stories.
- Develops and maintains media relationships as well as writing and distributing press releases
- Work with Executive Director to establish a development and communications calendar and carry out tasks as scheduled
- Maintain style, logo and brand guidelines
- Research and develop content for monthly newsletter and manage all social media websites
- Maintain website including adding new content, updating as needed and analyzing usage data for continuous improvement
- Plan and organize fundraising and donor cultivation events, maximize number of attendees; solicit corporate sponsors, etc.

- Represent DOTG in the community at events to promote the organization and increase visibility and name recognition
- Research and obtain new work through Fee for Service efforts and take lead on contract, including invoicing and reporting
- Provides regular reports regarding fundraising efforts to Executive Director and Board of Directors

General

- Fosters and maintains positive relationships with DOTG staff and board.
- Participates in meetings, events, or state/regional work groups as a representative of DOTG.
- Performs other duties as assigned as appropriate in a small non-profit office environment

Preferred Qualifications:

Education/Experience:

- Bachelor's Degree preferred in Communications, Public Relations, Business or a related field and 2-3 years relevant experience
- Resource development experience
- Grant or similar report writing experience
- Event planning experience, preferably fundraising events
- Previous work with databases or similar tracking/registration systems
- Experience with a variety of marketing strategies in a non-profit or similar setting
- Experience/some proficiency with desktop publishing products, social networking tools and/or word press

Skills:

- Demonstrated excellent written and verbal communication skills
- Highly organized, efficient, detail and process oriented
- Strong collaboration skills
- Ability to work independently and maintain focus with changing priorities
- Able to build strong professional relationships and represent DOTG in a positive manner
- Self-confidence, poise and respectful when working with others
- Personable demeanor
- Problem solver
- Resourceful
- Access to reliable transportation and able to travel to occasional off-site meetings