



Development and Communications Manager

New York, NY

A small nonprofit organization with a strong commitment to a positive work-life balance is seeking a Development & Communications Manager to help us make a difference in the lives of the children and families we serve.

Helpusadopt.org is a national 501(c)(3) financial grant program that helps couples/individuals (regardless of race, religion, gender, ethnicity, marital status or sexual orientation) with the cost of their adoptions by awarding grants up to \$15,000. Helpusadopt.org supports domestic, international and foster care adoptions and does not charge its applicants to apply.

Donor Database Management and Fundraising (60%)

- Develop and maintain annual donor strategy and work plan, including tracking and monitoring prospects and donors through all phases: identification, cultivation, solicitation, stewardship and renewal
- Work with President and Board of Directors to plan, implement and manage a comprehensive national program to identify, cultivate, solicit, recognize, and renew/upgrade major donors
- Develop close working relationships with members of the Board, key stakeholders, volunteers, high-end donors and prospects to maximize our fundraising potential
- Design, plan and implement special appeals (including year-end appeals) with solicited initial input on key messages from appropriate staff and copy/editing review from Director
- Manage and cultivate peer-to-peer fundraising programs and support individual donor initiatives
- Write/track acknowledgments and thank you letters
- Manage donor database, ensuring data integrity, ease of use, and accuracy of extracted data. Enter all donor transactions and information into donor database. Use donor database system to provide detailed reports and donor lists
- Work with bookkeeper as needed to maintain timing and accuracy of pledges and donations

Communications (40%)

- Create and manage communications plans and update staff on current priorities
- Oversee all social media accounts
- Oversee all email communications, working with staff to implement high-quality, audience-specific emails
- Lead all communications efforts, including writing and sending all fundraising emails, press releases, and generation of promotional materials
- Develop web content and communications materials, including letters, emails, fliers, videos, renewal letters, and other materials; work with staff and design consultants as needed
- Oversee the website, including creation of new content and the Faces of Adoption® platform



- Report monthly on communications analytics
- Review communications materials generated by other staff members
- Design and write the newsletter, including articles and announcements

Skills and Qualifications

- Experience with nonprofit databases and the ability to learn new systems is extremely important (eTapestry ideal); experience self-training in database systems preferred
- Strong knowledge and proficiency with Microsoft Office Suite; some experience with Adobe Creative Suite and Wix preferred
- Exceptional written and verbal communication skills; ability to weave several themes into a master narrative
- Previous experience in development and/or communications
- Experience with social media marketing systems
- 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 and ability to work in fast-paced environment
- Applicant must be willing to learn about and understand the issues facing the adoption community
- Experience working in a small team environment preferred

Requirements

Full-time position, exempt position.

Office hours are Monday through Friday, from 9am-5pm, with occasional evening or weekend requirements for fundraising events.

Compensation

Salary: This is a salaried position. Salary to be discussed, dependent on experience.

Status: Exempt

Excellent benefit package including:

- Health, Dental and Vision benefits, covered at 50%
- Vacation and Sick Leave
- Commuter benefits
- 401k program
- HSA and FSA accounts
- HealthAdvocate, One Medical, Teladoc virtual health
- Supplemental life insurance
- Short and long-term disability insurance
- Discounted gym memberships

Please complete the job application form and submit along with your resume and cover letter to info@helpusadopt.org. In the subject line write: “[Your Name] – Development and Communications Manager Application”