



Organization: Sustainable Connections

Job Title: Communications and Development Manager

Reports to: Development Director

Status: Permanent, full-time (40 hours/week), salaried non-exempt

Primary Work Location: Sustainable Connections office – 1701 Ellis St, Bellingham, WA

Physical attendance requirement (% of time on site): 80% on-site work and time in community required

Application deadline: August 19, 2024 at 11:59PM

Desired start: September 16, 2024

About us:

Join Sustainable Connections (SC), an entrepreneurial non-profit organization that works with dozens of partner organizations and over 2000 local businesses a year to advance a regenerative local economy that builds community, strengthens food systems, catalyzes climate solutions, and expands access to housing in NW Washington.

We strongly encourage applications from people of color, people from working-class backgrounds, women, LGBTQAI+ people, and those who are members of other marginalized communities. If you feel passionate about our efforts and believe that you have the skills to contribute to the growth of our organization, we want to hear from you - even if you do not believe you meet all of the criteria listed here!

Summary:

This position works closely with the Development Director and Program Managers to develop campaigns and marketing strategies to meet programmatic goals as well as organizational and fundraising goals. This includes developing, coordinating, and/or managing all digital and print media with the help of program staff. The Communications and Development Manager supervises the Events & Outreach Coordinator and the Communication & Events Coordinator.

Primary Responsibilities:

Marketing, Communications and Public Relations

- Collaborates closely with cross-functional teams, including Development, Program Managers & Directors, and Administrative Manager to ensure cohesive messaging, brand consistency, and strategy are aligned.
- Develops marketing strategies and budgets with Program Managers and Directors. Helps determine the best use of marketing/advertising funds for each program.
- Manages advertising: Main contact for advertisers, tracks advertising deadlines, manages in-kind advertising trades, and designs print and digital ads for all programs.

- Manages PR: Builds and maintains relationships with media outlets, journalists, and community partners to secure press coverage and promote the organization's initiatives and events.
- Monitors and analyzes marketing and communication metrics, using data and insights to create strategies and measure the impact of campaigns. Primary administrator and account holder for Google Analytics, Google Adgrants, SEO optimization tools, etc.
- Stays updated on industry trends, best practices, and emerging technologies to implement innovative marketing approaches.

Graphics, Messaging & Branding

- Creates or approves all graphics and content and oversees the creation of content across various platforms, including digital media, social media, websites, print materials, press releases, newsletters, annual reports, and other marketing collateral.
- Primary contact with contractors for graphic design, website development, or video production.
- Reviews materials and website for branding/messaging consistency.

Fundraising

- Leads on Annual Report content, creation, theme, and design. Works with Development Director, Executive Director, and Finance & Grants Manager to gather content.
- Collaborates with Development Director to plan and execute fundraising events, publicly acknowledge grants & gifts, and implement fundraising campaigns.
- Oversees the Communications & Events Coordinator's fundraising efforts, including writing stories and narratives for grant applications, annual reports, and fundraising appeals.

Desired Skills & Qualifications:

- At least two years of experience in marketing, communications, or a related role, preferably in the non-profit sector
- Proficiency with Microsoft Office suite, MailChimp, Canva, Asana, WordPress, Adobe suite, and Salesforce (or similar CRM)
- Demonstrated ability to develop branding and marketing strategies, including social media management, SEO, and online advertising
- Strong background in graphic design and content creation tools
- Experience building and maintaining relationships with businesses, media outlets, and communities in Northwest Washington
- Knowledge of fundraising strategies and experience implementing fundraising campaigns and events
- Experience supervising staff and managing projects across different departments
- Extra consideration will be given to candidates fluent in Spanish

Compensation:

The starting annual salary range for this position is from \$58,000 to \$65,000 depending on qualifications and experience. Benefits for first-year, regular, full-time employees (working 40hrs/week) include:

- 26 days per year of paid time off

- An individual benefit of \$450 per month
- A flexible work schedule
- Up to a 3% match SIMPLE IRA non-designated retirement plan
- 25% discount on nursery plant material at Cloud Mountain Farm Center
- Mileage reimbursement for travel to & from temporary duty stations
- Additional forms of leave of absence: up to 40 hours additional PTO for bereavement, jury duty service, leave without pay, Washington Paid Family & Medical Leave
- Great office space, fun and supportive coworkers, a welcoming & inclusive environment, and the opportunity to help lead a nationally recognized organization

To Apply:

Email a cover letter, resume, and contact information for three professional references by email to melissad@sustainableconnections.org by the application deadline listed above.

Sustainable Connections is an equal opportunity employer that believes it is the responsibility of our organization and all employees to ensure there is no discrimination against any employee or job applicant for employment based on race, color, religion, national origin, ancestry, age, sex, marital status, military service, sexual orientation, gender identity, the presence of any sensory, mental, or physical disability, genetic information, or any other protected status.

Qualified individuals in need of an accommodation in order to participate in the recruitment, selection and/or employment process are encouraged to reach out to Melissa Daniels, Administrative Manager, 360-647-7093 x104, who will engage in an interactive process to respond to & provide reasonable accommodations.

All new employees must show employment eligibility verification as required by the U.S. Citizen and Immigration Service before beginning work at Sustainable Connections.