



Communications & Development Manager

About the Nonprofit Village

The Nonprofit Village is a nonprofit that broadens the capacity and increases sustainability of nonprofits through education, collaboration, and operational support within a shared workspace. Located in Rockville, MD and serving the broader Washington, D.C. region, we provide nonprofits with affordable shared workspace, as well as training and development programs to increase their sustainability. We also partner with other nonprofits and corporations throughout the region to offer programs and services that will help start-up and emerging nonprofits thrive. We envision a community where nonprofits possess the knowledge and business practices needed to serve more, collaborate more, and increase impact in the community. The “Village” is home to more than 40 nonprofit organizations and the small businesses that support their growth. We conduct training for approximately 200 nonprofits a year in our beautiful office with multiple meeting rooms.

Position Overview & Responsibilities

Our team is a highly collaborative, small but mighty customer service-driven team. Reporting to the Executive Director and working alongside the Deputy Director, the ***Communications & Development Manager*** will provide specialized communication support to increase awareness of Nonprofit Village’s programs and services, community building events, and the number of nonprofit leaders and external stakeholders who engage with our organization. We seek a flexible, curious, and innovative colleague who is passionate about communicating through print and digital platforms, tracking their impact, and is also comfortable with supporting the day-to-day activities in a nonprofit organization.

The successful candidate will be well-versed in identifying, developing, and executing media and digital strategies to deliver long-term strategic value for the organization throughout the region and potentially across the country. Responsibilities include:

- Develop creative print and digital design, and compelling storytelling aligned with our mission, vision, and values outlined in our strategic communication plans.
- Update website with current events and information.
- Develop strategies to promote our services and drive suitable traffic to our website.
- Create content across social channels. Design and execute email campaigns, manage social media accounts, and leverage tools to support marketing trends and outreach strategy.



- Develop, implement, and manage marketing and communications plans that maximize the social media space. You will own the strategy and the execution of the ideas.
- Create, manage, and grow business presence across social media channels, including blogs, Facebook, Twitter, Instagram, Google Business, and LinkedIn, that will develop a pipeline of engaged partners.
- Leverage measurement tools to provide progress reports and mine insights, while continually finding ways to improve on those metrics through testing and new initiatives.
- Create engaging content for our social media channels, and email and print marketing campaigns, including newsletters, outreach, cultivation of followers, and annual report.
- Assist in coordinating fundraising efforts, including working with executive staff, external consultants, event volunteers and planning committees.
- Assist with the planning and execution of events held in our space.
- Assist with volunteer and office management.

Attributes

- Knowledge of the nonprofit sector - particularly the role Nonprofit Village plays as a capacity building organization
- Ability to think strategically and creatively
- Strong organizational skills - detail and accuracy orientated; deadline driven
- Excellent written and verbal communication and interpersonal skills, ability to consistently emulate an organization's voice
- Strong project management, multitasking, and decision-making skills
- Independent self-starter able to work collaboratively as required
- A sense of humor

Preferred

- Two years of college in related field; Bachelor's degree preferred
- Back-end experience with WordPress
- Familiar with Microsoft 365, Canva, WordPress, Constant Contact, Salesforce
- In-depth understanding of marketing concepts
- Proven experience developing marketing plans and campaigns
- Experience with web design, publication, and graphic design
- Extensive knowledge of social media and emerging communication platforms.
- Competencies in desktop publishing skills and graphic production and design (Experience with Adobe Creative Suite programs including Premiere Pro, Photoshop, Illustrator, and InDesign)



Benefits

- Flexible scheduling
- Generous paid time off and paid holidays (12 days of PTO and 10 paid holidays)
- Annual healthcare stipend, disability, and life insurance
- 401K (eligible to contribute and receive employer contribution after 6 months)

This is a part-time position, 25 hours/week position, expected to move to full-time, 36 hours/week within a year. The part-time salary is \$25,000/year and will be adjusted when the position moves to full time. Currently, this position is partially remote, rotating in-office coverage approximately one-two days per week during the current Covid-19 pandemic.

If you are interested in this position, please complete an online questionnaire at the link below by October 31, 2020. Those invited to submit further materials will be contacted directly. No calls or emails accepted. <https://www.surveymonkey.com/r/NPVjob>

Nonprofit Village Diversity and Inclusion Statement

At Nonprofit Village, a diverse, inclusive, and equitable workplace is one where all employees and volunteers, whatever their gender, race, ethnicity, national origin, age, sexual orientation or identity, education, or disability, feels valued and respected. We are committed to a nondiscriminatory approach and provide equal opportunity for employment and advancement. We respect and value diverse life experiences and heritages and ensure that all voices are valued and heard. We are committed to modeling diversity and inclusion for the entire nonprofit sector, and to maintaining an inclusive environment with equitable treatment for all.