

Washington English Center

DIRECTOR OF DEVELOPMENT AND COMMUNICATIONS

General Description:

Washington English Center (WEC) provides English as a Second Language (ESL) and workforce development programs focused on low-income adult immigrants and refugees. The organization has a staff of ten and a volunteer corps of 350. The Director of Development and Communications (DDC) will provide strategic leadership in both development and communications, creating and executing fundraising and marketing strategies in collaboration with the staff, board, and associate board. The DDC reports to the executive director. The DDC is supported by WEC's Operations Manager, who spends a significant portion of his work time on development-related tasks.

Specific Duties and Responsibilities:

Fundraising:

- Take responsibility for achieving annual and multi-year fundraising goals, while strategically increasing WEC's fundraising capacity.
- Design, implement, and manage all fundraising activities, including individual giving; major gifts; planned giving; corporate grants and sponsorships; foundation grants; and events.
- Manage strategies and activities for donor cultivation, solicitation, and acknowledgement, for all categories of gifts.
- Integrate digital strategy with overall fundraising plan.
- Manage cultivation process for the engagement of major donors and other prospects by the executive director and board members.
- In collaboration with the Operations Manager, develop and maintain systems to track progress on revenue goals.
- Regularly assess return on investment for various fundraising activities.
- Maintain an annual development calendar with relevant dates for appeals, asks, and applications; renewals; and funder reports of all kinds.
- Work with the Executive Director and the Board Development Committee to prepare the annual development budget.
- Other duties as assigned.

Communications:

- Take responsibility for developing an overarching communications and engagement strategy for WEC that will enhance its fundraising efforts and strengthen its general visibility in Metro DC.
- Develop a dynamic, succinct, and consistent messaging approach for WEC and train board and staff in using it.
- Oversee WEC's social media accounts and website, coordinating the work of staff and interns who post to these sites.

- Oversee the creation of brochures and other paper outreach materials, coordinating the work of staff and vendors who produce them.
- Recruit and supervise a communications intern each term.
- Other duties as assigned.

Minimum Qualifications:

- Bachelor's degree or equivalent experience
- Five years of progressively responsible experience in nonprofit development and communications work
- Demonstrated success in managing a substantial fundraising portfolio
- Expertise in managing social media and other digital communications
- Demonstrated ability to implement a project from conception to completion.
- Excellent interpersonal and organizational skills
- Excellent oral and written communication skills
- Ability to meet deadlines
- Strong applied computer skills, with a solid understanding of donor database management software (WEC currently uses Network for Good software)
- Enthusiastic support of WEC's strategic vision, mission, and goals

This is a full-time exempt position with a competitive salary. WEC is an equal opportunity employer.

To apply, please send a resume and thoughtful cover letter to Kathlyn Taylor Gaubatz, Interim Executive Director. These items can be emailed, as PDFs, to Chris Griffiths, Operations Manager, at cgriffiths@washingtonenglish.org.