



Job Description and Posting

Position: Communications and Development Officer

Date of Posting: June 12, 2024

New Position **Position Begins: August 1, 2024** **Existing Position**

The Community Foundation of Greater New Britain is a nonprofit, community foundation which raises, administers and distributes philanthropic funds to improve the quality of life in central Connecticut and beyond. The mission of the organization centers on inspiring philanthropy, responsibly managing permanent charitable assets, and partnering with the community to address current needs.

The Communications and Development Associate represents the Foundation through their interaction with the media to share our mission, through personal appearances where they are representing the foundation, and through donor relation activities, which include fundraising and stewardship programs. S/he is expected to present a professional appearance and demeanor at all times. The Associate ensures that the communication and marketing operations run effectively and efficiently. The Associate will be part of the Development Team, and S/he is expected to develop a thorough knowledge of the Foundation and its activities in order to communicate effectively with and support staff members and the Foundation's outside constituencies.

The Associate reports to the Director of Philanthropy.

DUTIES AND RESPONSIBILITIES

Communications, Public Relations, and Marketing:

- Establish professional relationships with local appropriate media and maintain a master list of media contacts for use by the Foundation
- Ongoing creation, writing, and distribution of CFGNB and Community Chest of New Britain/Berlin (CCNBB) news releases; requests for coverage, writing/placement of CFGNB and CCNBB feature stories and/or op-eds as opportunities arise
- Arrange and coordinate new opportunities for visibility of the organizations including but not limited to radio, television, online sources, print media, etc.
- Provide photography and video coverage for all appropriate events and meetings.
- Build a portfolio of and effectively use video shorts for the web site, social media, local events, meetings and local sponsorship opportunities such as the Southington Drive-in movies.

- Building and executing marketing efforts with staff to advertise programs such as the Non-Profit Resource Center, workshops, grant opportunities and sponsorships to non-profits in our service area.
- Attend events and assist as necessary
- Ongoing media tracking and production of quarterly media reports at a minimum
- Management and administration of the Foundation and Community Chest logos, colors, and standards for appropriate use.
- Create advertisements for placement in foundation or local organization events and in other publications, banners and places.
- Design, write and produce brochures, flyers and other publications for the Foundation.
- Facilitate MailChimp integration for CFGNB E-News.
- Write, design, and distribute CFGNB E-News and E-Blasts as needed.
- Update the E-News subscriber list and corresponding database information. Maintain Foundation information in the database, including profiles, affiliations, and annual giving information (adding more accurate contact information in our database including emails so that we can communicate with our constituents regularly and appropriately).
- Collaborate with the Web Master and staff on online content related to marketing, communications, development, and donor relations so that the content is relevant, interesting, and accurate. Coordinate with them on appropriate social media content that should be posted.

Development and Donor Relations:

- Establish a portfolio of gift and fund prospects to work with towards the goal of increased financial commitments to the foundation.
- Perform the administrative processes involved in Donor Advised Funds grantmaking.
- Prepare reports, analysis, Fund Statements, spending policy information, and other communication pieces.
- Work with local groups and committees to support the Plate-it-Forward or similar programs.
- Produce and distribute the Foundation's Annual Report a.k.a. Year in Review publication.
- Plan and coordinate all donor relations events and activities including the updating of posted donor recognition in the office, in publications or online.
- Establish and maintain a donor relations program that includes regular and appropriate touches with constituents including but not limited to birthday or other special occasion cards or emails.
- Coordinate all Beehive Legacy Society programs and activities, develop relationships with the members that may lead to increased commitments, and establish an annual goal for membership recruitment.
- Assist Director of Philanthropy as necessary.

Additional Duties and Responsibilities:

- Attendance at CFGNB and CCNBB events and meetings as needed.
- Respond promptly and professionally in all manners of communication.
- Greet donors, volunteers and committee members in a congenial, friendly manner.
- Perform other duties as requested.

REQUIRED SKILLS AND ABILITIES

Education: Bachelor's degree or equivalent preferred

Personal: Ability to work as part of a team, with team concepts, take initiative and have a sense of humor. Effectively work with foundation volunteers. Ability to accept responsibility for duties assigned by various supervisors. Thoroughness and attention to detail; flexibility in work and in hours regarding early morning and evening meetings and events.

Organizational: Strong knowledge of office procedures; ability to prioritize and manage a variety of tasks and projects; ability to perform duties requiring independent judgment with a minimum of supervision. Willingness to anticipate what needs to be done and follow through.

Computer: Thorough knowledge of Outlook, Word, Excel and PowerPoint. Thorough knowledge of appropriate design hardware and software for marketing purposes and familiarity of website software. Experience with databases helpful. Familiarity with other Office applications desirable. Ability to learn new applications with a minimum of supervision.

Communications: Excellent writing skills and the ability to speak in a clear, concise and grammatically correct manner; ability to speak well in front of audiences of various sizes; ability to relate well and communicate effectively in person, on the phone, and pleasantly with the public and other Foundation staff, volunteers and constituents. Experience in writing effective press releases and published articles preferred.

Audio/Visual: Proficiency in photography and videography as well as compiling and editing materials and presentations.

SPECIFICATIONS: Full-Time, 40 hrs / per week.

OFFICE INFORMATION: New Britain, CT; Hybrid work schedule

SALARY RANGE: \$61,000-\$68,000

CFGNB is an EEO/AA employer.

Revised June 12, 2024