



**Position Title:**

Development and Communication Associate

**Position Type:**

Full time – Exempt

**Organizational Management Reporting:**

- Reports directly to the Development Director of FOCUS North America
- Frequent collaboration and accountability to the Grants Manager Intern/Contract, the Graphic Design and Videographer Intern/Contract, as well as the Executive Director

**Responsibilities:**

- Oversee the annual development and implementation of strategic plans for donor relationships with individuals, parishes, civic organizations, and corporations that provide recurring and foundational support with annual cumulative gifts of \$1,000 or less for the National Office
- Assist FOCUS Center/Program Directors with support for direct mail campaigns as determined in the respective annual funding plan for each center/program, or as requested by the Development Director
- Plan and oversee a direct-mail campaigns using quantitative analysis to determine the appropriate timing and amount of direct mail pieces each year, inclusive of all aspects of theme, writing, design, layout, printing, and mailing
- Oversee annual revenue budget and projections for direct mail and social media initiatives
- Coordinates the research required for story content development with FOCUS Centers/Programs
- Coordinates the development and implementation of an annual social media strategy as it complements direct mail initiatives
- Oversee the FOCUS Annual Report, inclusive of all aspects of theme, writing, design, layout, printing, and mailing
- Oversee the writing, design, printing, and distribution of all informational materials needed by the FOCUS National Office as determined in the annual Development Plan, as well as any materials agreed upon in individual FOCUS Center/Program funding plans
- Oversee creation and distribution of FOCUS media kit
- Oversee the design, printing, and distribution of greeting cards to all donors for both Pascha and Nativity
- In coordination with Development Director, oversee all donor acknowledgement strategies, inclusive of letters, phone calls, and events, for donors falling into annual gifts parameters;
- In coordination with the Development Director, oversee the implementation and ongoing management of a donor giving society program
- Oversee the monthly implementation of outreach to LYBUNT (Last Year But Unfortunately Not This) as well as an annual outreach to SYBUNT (Some Year But Unfortunately Not This) for those donors falling within annual gifts parameters
- Oversee donor acquisition strategies
- In coordination with Development Director, will maintain up-to-date records concerning new donors, donor retention, and appeal/social media statistics
- Coordinates relationships with any graphic design, layout, and mailing house contracts/contacts
- Oversees distribution of timely donor acknowledgement/tax letters, both electronic and mail

- Coordinates with Finance Department Staff the annual development/distribution of an End-of-Year Gift Statement for all organizational donors
- Draft all gift acknowledgement and tribute/honor letters in coordination with the Development Director
- Oversee creation and maintenance of FOCUS National/Center/Program Case Statements for use in grants, promotions, as well as major gift fundraising
- Serve as liaison with FOCUS Center/Program Directors for any fundraising event determined necessary as part of the Center/Program funding plan, and communicate these upcoming events with Finance Department for appropriate entry into data records
- Serve as primary liaison for any National Center fundraising event
- Research and coordinate FOCUS presence at Orthodox and other relevant conferences, including, but not limited to, Orthodox Archdiocese and Diocese conferences and Orthodox service organization conferences
- Serve as liaison with any contract media professionals or hired staff and oversee annual production schedule, in coordination with Development Director
- Oversee all planning, research, writing, and implementation for all social media strategy and initiatives, including, but not exclusive to, Facebook, Instagram, social blogs and podcasts
- Oversee all planning, research, writing, and implementation for all email/listserv strategies and initiatives
- Coordinate and oversee all press releases, blogs, and podcasts for Orthodox, and well as other FOCUS Center community, media outlets, including, but not limited to, Ancient Faith, OCN, Orthodox Observer, and Word Magazine
- Coordinates FOCUS branding and website content

**Candidate Profile:**

Education and Experience:

- Minimum Bachelor's degree within a relevant field of study
- Minimum of 2-years of experience in fundraising in a non-profit environment
- Extensive experience in the use of donor management software, Donor Perfect highly preferred
- Understanding of regulatory requirements regarding donor gifts and their taxable status
- Social media and website management a plus
- Grant writing experience a plus
- Familiarity with doctrines and traditions of the Orthodox Church a plus

Core Competencies:

- Microsoft Office suite
- Demonstrated advanced communication skills (written and verbal)
- Advanced organizational skills
- Valid driver's license
- Ability to travel and speak publicly for fundraising as well as to offer training

Approved Date \_\_\_\_\_ Executive Director: \_\_\_\_\_