



**Position:** Development & Communications Director  
**Reports to:** Development Director  
**Status:** Full-Time Employee  
**Salary:** \$60-80,000/yearly, commensurate with experience  
**Last updated:** October 2021

#### **POSITION OVERVIEW:**

The Periwinkle Foundation is seeking a proven Development & Communications Director who will work under the supervision of the Sr. Development Director and Executive Director to support the strategy and execution of the organization's fundraising and communications plan. The Development & Communications Director is responsible for the successful planning and implementation of two peer-to-peer fundraising events; Periwinkle Cycle, Periwinkle Kickball, co-lead on Periwinkle's biennial Gala, two annual direct mail campaigns, all third-party fundraising events, and assists with other special events including the organization's annual Iron Sommelier. The Development & Communications Director oversees the voice and messaging of the organization for both internal and external stakeholders across multiple communications channels and formats including e-newsletters, website articles and web page updates, and daily and seasonal content for the organization's three social media accounts on four platforms.

#### **KNOWLEDGE:**

This position manages multiple types of fundraising campaigns and initiatives. A diverse understanding and proven track record of managing special events, foundation giving and major gifts is preferred. Strong donor relationship cultivation and management skills is a must. The Development & Communications Director must possess effective verbal and written communication skills with a keen attention to detail. This person is a self-starter, accustomed to juggling multiple responsibilities, and approaches assignments through the lens of strategy, creativity, and tact. He or she should have an understanding of managing donor relationships with individuals and companies from cultivation to solicitation, to acknowledgement, and engagement. Must have a desire to meet and exceed goals to further mission and impact of the organization.

#### **RESPONSIBILITIES AND ESSENTIAL DUTIES:**

- Plans and implements two peer-to-peer fundraising events: Periwinkle Cycle, Periwinkle Kickball Classic and the Periwinkle Gala through event committee management, donor and sponsor solicitation, participant recruitment, and day-of-event logistics
- Drives design and content for two annual direct mail campaigns; Fill The Bus the Annual Campaign
- Oversees The Periwinkle Foundation social media platforms and seasonally for Iron Sommelier, Iron Bartender, and Making A Mark® platforms
- Develops and maintains monthly and annual communications including e-newsletters, marketing materials, website management, board and administrative communication, and other projects as assigned. Assists Sr. Development Director with Iron Sommelier, the biennial Gala, the Development Committee, and foundation grant proposals
- Ensures donor management system, DonorPerfect, stays up-to-date and optimally utilized and maintains ConstantContact communication database
- Support all other The Periwinkle Foundation's operational, programming and fundraising efforts.
- Represents The Periwinkle Foundation in the community and at special events
- Other responsibilities, as assigned by the Sr. Development Director and Executive Director.

## **QUALIFICATIONS**

- At least (5) years of experience in event management, communications, donor relations, or other related non-profit development experience
- Ability to develop and implement high quality peer-to-peer fundraising events
- Ability to recruit and manage a diverse population of committee members and volunteers
- Ability to establish and maintain positive relationships with donors and volunteers
- Ability to learn and use Donor Perfect as a donor management database
- Exceptional written, verbal and interpersonal communication skills, including public speaking
- Experience creating graphics and content in Photoshop, Adobe Illustrator, or Canva a plus
- Ability to communicate graphic design and content needs to contractors
- Ability to work with a high degree of independence, initiative and creativity
- Ability to incorporate mission awareness into all activities and communications
- Ability to communicate effectively at all levels of an organization and with individuals and groups from different disciplines and cultures
- Excellent interpersonal and team building skills
- Strong organizational skills and a focus on customer service
- Ability to thrive in a fast-paced environment
- Ability to effectively manage a wide array of tasks, projects and responsibilities
- Computer skills, including Microsoft Office Suite including Outlook, Word, Excel, and PowerPoint

## **WORK CONDITIONS:**

The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this position.

- Walking
- Bending
- Standing
- Sitting
- Driving
- Extended hours and/or nights and weekends as needed
- Lifting up to 50 lbs with or without assistance
- Hearing
- Seeing
- Speaking and communicating effectively with clients, staff and others with diverse backgrounds
- Operating computers and standard office equipment
- Exposure to outside activities that could include extreme temperatures or inclement weather
- Required to travel as business conditions dictate.
- Subject to background screening and drug and alcohol testing

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## **ADA JOB REQUIREMENTS:**

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Reasonable accommodations will be made to ensure that the essential functions of the job can be performed and not hinder the employee's performance due to physical, mental or emotional disability.

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## **EQUAL EMPLOYMENT OPPORTUNITY:**

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Periwinkle Foundation is an equal opportunity workplace. All employment decisions are made without regard to sex, race, color, religion, national origin, citizenship, age, disability, marital or veteran status, sexual orientation, gender identity or expression, or any other legally protected categories. This includes providing reasonable accommodation if requested for disabilities or religious beliefs and practices.

**To Apply**

Please send cover letter and resume to Abby Vierling at [avierling@periwinklefoundation.org](mailto:avierling@periwinklefoundation.org). No phone calls, please.