

# Communication & Development Manager

**Full-time/Exempt**

**Reports To: Executive Director**

## **ABOUT THE ORGANIZATION:**

Located in Rochester Hills, MI, and serving the entirety of the Clinton River watershed, the Clinton River Watershed Council's mission is to protect, enhance, and celebrate the Clinton River, its watershed, and Lake St. Clair for the benefit of communities, the environment, and our future. For over 50 years, CRWC has worked to improve watershed management practices alongside local municipalities, provide educational programming for communities and children of all ages, and has worked to restore and enhance the Clinton River and Lake St. Clair to become a place folks want to work, live and play.

## **POSITION DESCRIPTION:**

The Communication & Development Manager leads the communications, marketing, and visual media strategies for the organization. The position is responsible for working collaboratively with the Executive Director and CRWC staff members to develop and implement a strategic marketing plan for the organization which includes digital, traditional, and social media components. The Communication & Development Manager will develop all materials for the organization, including River News and the Annual Report, and will manage, develop and improve all graphic design and messaging needs for programming and fundraising.

The Communication & Development Manager will work collaboratively with the Executive Director to support the implementation of the organizational fundraising strategy and will support building and maintaining the digital donor database. The position will develop, plan, and execute fundraising events/milestones including the Annual Meeting, Crafts on the Clinton, all fundraising appeals and other events/milestones as they arise in conjunction with the Executive Director. This will also include supporting the Executive Director in pursuing new revenue streams for the organization.

The Communication & Development Manager is a part of the staff team at CRWC working to uphold the organization's mission and is expected to function as a collaborative team member, including contributing to organization events and team needs as they arise; production of high-quality work in a timely fashion; courteous, service-oriented behavior towards volunteers, partners, and co-workers at all times and a demonstrated ability to work collaboratively with partners and colleagues.

**Reporting Relationship:** The Communication & Development Manager reports to the Executive Director and works closely with CRWC staff, partners, and volunteers to support the communications, marketing, and fundraising needs of the organization.

## **PRIMARY DUTIES INCLUDE:**

## **Communication and Outreach**

- Manage CRWC website, responsible for upkeep of site. Work with appropriate staff to coordinate content and other updates
- Utilize insight tools to track the success of the website and gather necessary data to plan website updates and corrections
- Responsible for managing all CRWC social media platforms.
- Manage CRWC mass email announcements
- In conjunction with Executive Director, create and deploy core messaging for the organization across all communications platforms
- With input from staff, gather appropriate information (media and copy) to use for social media posts and outreach efforts
- Coordinate and collaborate on the development of editorial content schedule for CRWC publications and social media
- Coordinate and build CRWC's presence in earned media, including managing media and reporter requests, distributing press releases etc., with Executive Director and other staff

## **Fundraising**

- Support Executive Director in planning and executing all aspects of the annual fundraising development plan including direct mail, membership campaigns, annual appeals, event follow-up, sponsorship solicitation, etc.
- Execute all fundraising events including Crafts on the Clinton, Annual Meeting, and other discrete fundraising events as they arise
- Support all of CRWC's sponsorship relationships, including tracking and deploying sponsorship perks
- Manage CRWC branded merchandise needs
- Work with appropriate staff to plan new outreach and engagement events as appropriate
- Assist in leading Development Committee meetings and working collaboratively with BOD members

## **Graphic Design**

- Responsible for upholding the integrity of the CRWC brand (colors, fonts, logos) and assuring staff is utilizing properly branded materials (for presentations, outreach etc.)
- Coordinate the production and distribution of 2 River News newsletters/ year (spring/summer, fall/winter) and the Annual Report
- Create flyers and ads for all events and programs
- Organize and maintain CRWC's photo and graphic image files, including photographing CRWC events and activities

- Create promotional videos that highlight CRWC programs and events
- Assist appropriate staff in grant-related graphic work such as signage, brochures, flyers etc.

### **REQUIRED SKILLS & MINIMUM QUALIFICATIONS:**

- Bachelors (preferred) in Marketing or Communications
- Proficient in Adobe Suite (InDesign, Illustrator, Photoshop, Premiere Pro)
- Constant Contact and SalesForce experience
- Website management
- Familiarity with photography and film
- Proficient in major social media platforms
- Three-five years of experience in communications and social media
- Demonstrated ability to multi-task
- Strong verbal, written, and listening communication skills
- Ability to build and maintain community relationships
- Excellent problem-solving abilities
- Strong organizational skills
- Ability to communicate and interact with all kinds of people (both externally with donors, and internally with team members and other departments)
- Effective phone skills i.e., well-spoken, excellent active listening skills

### **WORK ENVIRONMENT:**

The physical demands and work environment described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations will be made to enable qualified individuals with disabilities to perform essential functions unless making the reasonable accommodation would cause an undue hardship.

- This position will be required to work from the CRWC office located at 1115 West Avon Road, Rochester Hills, MI 48309
- Some evening and weekend work required
- Must maintain a valid driver's license
- Candidates are subject to a background check

### **COMPENSATION AND BENEFITS:**

**Salary Range:** \$50,000 - \$54,000

Salary commensurate with experience. CRWC offers competitive medical, vision, and dental insurance packages. The organization also offers retirement benefits, vacation, sick, and holiday pay. Compensation is recommended by the Executive Director and approved by the Board of Directors.

**APPLICATION:**

The Clinton River Watershed Council is an equal-opportunity employer. It makes its employment decisions on the basis of merit and does not discriminate against any candidate on the basis of race, color, ancestry, religion, height, weight, national origin, disability, citizenship, age, sex, gender, sexual orientation, gender identity, veteran status, or any other protected class or status.

**To Apply:** Send a copy of your *resume* and *cover letter* to us at [contact@crwc.org](mailto:contact@crwc.org).