



POSITION DESCRIPTION:

Communications & Development Lead

This position description is intended to describe the general nature and level of work being performed by people in this category. It is not intended to be an exhaustive list of all responsibilities, duties and skills required of people in these positions.

DEPARTMENT: Communications & Development/Outreach

REPORTS TO: Director of Development

CLASSIFICATION: Employee

POSITION SUMMARY

The communications and development lead provides leadership in carrying out Holden Village's mission, vision, and core values through print and digital publications, and website and social media presence. They will ensure that Holden's extended community is included in the life and rhythms of the Village and oversee donor database management, including reports, analytics, data clean-up, and accurate recording, tracking and acknowledgement of all gifts to Holden Village.

MAJOR FUNCTIONS (principal duties and responsibilities; such as client/categories supported, staff size, volume managed, etc)

Specific responsibilities include but are not limited to the following:

- Create a communications strategy and annual schedule.
 - Creatively use social media outlets and other communication vehicles.
 - Help create and oversee an annual budget.
 - Uphold quality standards, making sure that all materials meet graphic and logo standards and giving appropriate credit to people who create and contribute materials.
- Communicate with Holden's extended Village community.
 - Oversee and help produce print and email material, including: content, editing, photos, layout and design, and facilitating and negotiating with print and mailing vendors.
 - Oversee website design and content and social media activity and content.
 - Ensure that Village life and events are recorded and preserved in photos, videos, articles, etc.
- Coordinate Holden's message and outreach to potential Villagers.
 - Oversee development of brochures, development fundraising materials, annual reports, and flyers as requested and needed.
 - Oversee public relations and advertising efforts, utilizing outside media outlets (letters to the editors, local papers, press releases, etc.) to convey Holden's mission.
 - Collaborate with programming and staffing regarding publicity and advertising for retreats, special events, recruitment, etc.

- Supervise and assist in recording gifts in the CRM donor database, acknowledge donor gifts in a timely manner and update correspondence as needed.
- Track donor giving and provide information and analysis to management.
- Provide monthly reports on giving and also ad hoc reports as requested by the Development & Outreach Director.
- Clean-up and maintain the donor database for up-to-date accuracy.
- Partner with Accounting to reconcile the donor database and accounting software on a monthly basis.
- Project manage mailings or other marketing efforts to current and potential donors.
- Create and oversee podcast schedule and themes, supervise staff in podcast production.
- Integrate information from Registration software to donor database.
- Create or help manage the creation of a data-entry manual for donor CRM and maintain the structure of CRM fields, tracking codes, etc.
- Lead support for anticipated CRM database conversion/migration project.
- Supervise staff and professional service contracts.
 - Direct and advise supporting staff to work within the annual communications & development plans.
 - Monitor and coordinate messages between mediums and outlets.
- Perform related administrative duties
 - Revise and update position manual.
- Keep orderly files, especially potential public relations and publicity materials.

UNIQUE REQUIREMENTS (particular knowledge/skills related to client and/or agency needs)
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Holden Village is a remote community located in the North Cascades wilderness. Holden Village also has operations in the 25-Mile Creek area on the south shore of Lake Chelan.

- Degree in relevant fields such as journalism, marketing, nonprofit management, communications, or public relations, and experience working with Adobe software, CRM databases, website design, and social media outlets.
- Commitment to serve Holden's mission of welcoming all into the wilderness.
- High ethical standards and confidentiality in dealing with donor records and sensitive information.
- Ability to create and implement a communication and marketing strategy for several audiences: guests and staff, donors, and the general public for outreach and promotion.
- Strong writing, editing, layout design, and interpersonal communication skills.
- Collaborative strategic planning and team building abilities, both with on-site communications staff and offsite vendors and printers.
- Creative, organized, detail oriented, with the ability to work independently and meet deadlines.
- Creative attention to Village events and issues and an enthusiasm about sharing those with the greater Holden community.
- Understanding of website, email and social media analytics.
- Understanding of CRM databases, reporting and query functions.

- Commitment to the terms of the Staff Covenant, including: attending worship, weekly staff meetings, and participation in Village contributions of the dish team, garbology, and stoking. Each staff member agrees to read and follow Village personnel guidelines
- Staff members are expected to serve in other Village roles and projects as needed. Some examples include: first aid team, fire brigade, seasonal program events and activities, help with worship, and attendance at volunteer trainings
- All staff members are expected to engage & help all Villagers to integrate into community life
- Commitment to 2-year engagement with Holden Village