



**connections**  
FOR THE HOMELESS

2121 Dewey Avenue  
Evanston, IL 60201  
847.475.7070

## EMPLOYMENT OPPORTUNITY

### INDIVIDUAL GIVING + COMMUNICATIONS MANAGER

FLSA Status: Exempt

**Summary of Position:** The Individual Giving + Communications Manager position is a fundraiser who is responsible for building and communicating with the agency's base of philanthropic supporters. Serving on a team of six, the manager will build the individual donor base by way of creating a strong annual fund program and generating and managing the agency's communications.

#### Specific Duties:

##### Annual Fund Management

- Create and execute a plan to grow the agency's annual fund by cultivating and soliciting support from individual donors of less than \$1,000.
- Develop and execute calendar of solicitation via direct mail and online campaigns.
- Analyze and report on performance of direct mail and online campaigns, then use analytics to refine and improve future campaigns.
- Segment donor database and guide the agency's stewardship processes to build stronger relationships with supporters.

##### Communications Management

- Implement and evaluate agency's communication plan, by creating and placing content across multiple channels that strengthens relationship with supporters.
- Lead the generation of and be the steward of the agency's voice through all collateral including PowerPoint presentations, website, newsletters, donor communications and social media profiles.
- Update and maintain agency's website and social media profiles, including generation of content ideas and collaboration with graphic designers and videographers to implement.
- Write press releases and support the development and maintenance of media relationships with agency to drive awareness in the community.

### Portfolio Management

- Build and manage a portfolio of mid-level donors (\$1,000-\$5,000) including face to face solicitations, and customized stewardship plans.
- Support the strategy development for donors of \$5000+ and staff the director of development and the executive director as needed.

### General Development Responsibilities

- Support the overall development and implementation of the annual development plan including supporting volunteer program, special events and community relation efforts.
- Adhere to the Code of Conduct and Core Values of Connections for the Homeless.
- Perform other duties as assigned.

### The following qualifications are highly desirable:

- 3-7+ years working in either development or communications at a non-profit.
- Bachelor's degree and or previous work experience in non-profit management, fundraising, communications, or marketing.
- Exceptional communication skills, including strong writing and copy editing.
- Proficient in using digital/social media and monitoring and management tools.
- Excellent computer skills, including MS Office (Word, PowerPoint, and Excel) and Adobe Creative Suite.
- Experience with website content management software and Google analytics.

### Other requirements:

- Valid Illinois Driver's License
- Flexible schedule – may be required to attend after hours' meetings, community events, and/or volunteer activities
- Able to work independently and with diverse populations
- Excellent speaking, writing, and interpersonal skills
- Must be able to pass a criminal background check and submit to or provide evidence of a recent test for tuberculosis

### Reports to: Director of Development

### **Compensation and Benefits**

Competitive salary and benefits plan, including Paid Time Off (PTO), paid holidays, health, dental and life insurance options, short- and long-term disability coverage, as well as a 403(b) option.

### **Organizational Overview**

Connections serves and catalyzes our community to end homelessness, one person at a time. We do this through homelessness prevention, shelter, and housing programs. In 2018, Connections served over 1,400 individuals through our services. To learn more about our programs, please visit our website at [www.connect2home.org](http://www.connect2home.org).