



## **YES Development & Communications Manager**

**YES Nature to Neighborhoods** (YES) seeks a dynamic, goal-oriented Development & Communications Manager to lead the organization's fundraising efforts. Since 1999, YES has immersed thousands of underserved Richmond and West Contra Costa County youth and families in nature, providing pathways for residents to become leaders in their community. Exposure to and facilitated experiences in nature are core values at the heart of YES's work. These safe outdoor spaces foster a sense of discovery and openness for participants, and serve as a catalyst for cross-cultural interaction and heightened engagement. YES connects these outdoor camp experiences in nature to home by creating community leadership pathways through programming that inspires participants to lead healthy connected lives, motivate change in their neighborhoods, and build a safe, thriving community. For more information about YES please visit [www.yesfamilies.org](http://www.yesfamilies.org).

The **YES Development & Communications Manager** will maintain a proactive, creative leadership role in the identification, cultivation, and solicitation of contributions from individual donors, foundations, corporations and other sources of support. S/he will manage the overall granting process and the broader fundraising plan to further enhance the organization's diverse funding base and serve in a lead role for marketing and communications outreach and materials. The Development & Communications Manager will direct the fundraising goals of the organization working in close collaboration with the Executive Director, Program Director, and Board of Directors. S/he will report to the Executive Director.

### **KEY RESPONSIBILITIES**

#### Individual Donor Cultivation & Board Engagement (25%)

- Develop, manage, and direct the annual fundraising plan, including the individual donor engagement plan and donor prospect/gift table, with strategies that achieve the goal of increasing individual donor contributions in the annual budget.
- Cultivate and directly solicit existing and new donors, working with the Executive Director, staff and Board of Directors, as appropriate.
- Manage donor data in database (run queries, generate reports, produce dossiers and manage data in a way that enhances fundraising productivity).
- Prepare detailed fundraising reports to reflect campaign progress and outcomes to the Executive Director and Board Resource Development Committee on a regular basis.
- Cultivate and train YES ambassadors (including staff, board and volunteers) to become engaged fundraisers for YES.

#### Events, Appeals, and Alternative Engagements (25%)

- Coordinate and manage the annual fundraising campaign including the following sub-campaigns: YES Summer Campfire Campaign, Year-End Letter and S'More Campaign, board house parties, and Rock in the Redwoods concert event.
- Identify and cultivate corporate sponsors with board involvement and secure sponsorships for events.
- Maximize opportunities for volunteers, recent donors, and new prospects to engage with YES through existing fundraising and program events.

#### Grant Writing & Reporting (25%)

- Author and prepare supporting documents for all foundation, government, and corporate grants (approximately 25-30) on an annual basis.
- Prospect for any new grant funding that supports the organization's mission and budget goals.
- Update and maintain a boilerplate proposal template that includes the latest research and rationale for statements of need and ensures alignment with the organization's strategic plan.

- Working with Program Director and staff, collect necessary data and outcomes to produce reports in accordance with grant and organizational deadlines.
- Manage the grants calendar and grants tracker to ensure accurate deadlines and to record commitments and remaining need.
- Oversee grants database and ensure all grant contact, proposal, award data, and thank you letters are produced and up-to-date.

#### Marketing and Communications (25%)

- Develop, manage, and update the communications plan with a focus on YES's unique audiences and print, verbal, and social media platforms.
- Manage and maintain all collateral materials including brochures, displays, flyers, videos, and annual reports, website pages, press releases, and event invitations.
- Hire and oversee the work of communication/marketing contractors such as graphic designers or copy editors.
- Produce quarterly eNewsletters, campaign eBlasts, the year-end annual letter and other related donor-focused communications, including, but not limited to online fundraising platforms such as Crowdrise and CauseVox.
- Develop communication and segmentation strategies to improve YES's brand strategy and improve its reach with unique audiences.
- Participate in fundraising affinity/networking groups to keep informed of trends and current issues in the development field.

#### **QUALIFICATIONS**

- Minimum 3-5 years' experience serving in a nonprofit fundraising development role with particular emphasis on individual donor development, event planning and appeals, and marketing and communications.
- Demonstrated ability to apply best practices and emerging trends to execute development strategies.
- Demonstrated ability to prospect, cultivate, and sustain donors and funders.
- Proven track record of achieving revenue targets.
- Previous experience managing a fundraising database such as Salesforce, Raiser's Edge, DonorPerfect or other donor management software.
- Goal-oriented with excellent attention to detail.
- Team player who demonstrates willingness and enthusiasm to step into a leadership role.
- Excellent writing, editing, and communication skills.
- Excellent interpersonal skills and proven ability to professionally engage and move fluidly between diverse stakeholder audiences.
- Strong organizational skills including record-keeping, data entry, planning, filing, managing schedules, and managing email.
- Strong computer skills (Word, Excel, e-mail, database, Internet research, and social media).
- Willingness and ability to work some nights and/or weekends as necessary.
- Must have own transportation.

#### **OTHER PREFERRED SKILLS/BACKGROUND**

- Bachelor's degree in a related field.
- Previous supervision experience in a role managing staff and/or consultants preferred.
- Strong understanding of the philanthropic landscape of the Bay Area including public and private sector.
- Appreciation for the outdoors and the positive impact that nature plays in people's lives.
- Experience working with nonprofit boards.
- Experience working in youth development or social justice organizations.
- Experience working in racially, ethnically and socioeconomically diverse urban communities.

**COMPENSATION**

Salary range \$55,000 - \$70,000 depending on experience. YES offers an excellent benefits package including 100% employer-paid medical, dental, and vision insurance and 403b retirement matching plan.

**TO APPLY**

To apply, please email a thoughtful cover letter, résumé, and salary expectations to [info@yesfamilies.org](mailto:info@yesfamilies.org), subject heading “YES Development & Communications Manager” or send requested materials by mail to YES Nature to Neighborhoods, 3029 Macdonald Ave., Richmond, CA 94804.

Applications will be received until **7/18/16**. Desired start date is mid-August. Only applicants selected for interviews will be contacted. No telephone calls, please. YES is an Equal Opportunity Employer. YES strives to reflect the community it serves and strongly encourages applicants from diverse backgrounds to apply.