

Pleasant Bay Community Boating Development and Communications Director

Position Description

The Development & Communications Director works closely with the Executive Director, fundraising consultants, and in-house counsel on Development, Donor Stewardship, Marketing and Communications, Social Media, Business Sponsorships, Events, and Database Management. This full-time position reports to the Executive Director.

Principal Duties and Responsibilities

Development

Working closely with Executive Director and fundraising consultants:

- Administers the annual development plan, goals and objectives, and calendar.
- Completes quarterly Development Updates for board meetings
- Coordinates the Major Gift/relationship program, Annual Fund and e-mail campaigns.
- Manages the corporate sponsorship and business partnerships programs in collaboration with the Executive Director.
- Supports Grant writer with LOIs, RFPs, Proposals, and Grant reports.
- Coordinates a donor relations and stewardship system that includes phone calls, meetings, and notes.
- Writes accurate and timely gift acknowledgement thank you letters.
- Acts as liaison to and provides staff support to the Event Committee.
- Works with the Executive Director to develop and maintain community engagement relationships and collaborations including communications, meetings, and presentations
- Leverages volunteer support to assist with office help, campus activities, and other tasks as needed

Database Management

- Responsible for the donor & volunteer management systems, including processing of gifts, gift coding, creating queries and reports, event registration and other interactions. Working in close collaboration with our Development Consultant, Resnik & Associates.
- Exports data for mail merges to generate mailing lists for appeals, invitations, and newsletters. Provides segments and analytics for mailings, e-appeals, newsletters, and other communication functions, including integration with social media activities.

Communications and Marketing

- Ensures consistent branding and messaging across all communications with staff, prospects, donors, the general public, and the media.
- Manages and updates the editorial calendar to reflect marketing strategy and communications priorities.
- Writes and distributes high quality-compelling content for multi-channel marketing and communications activities for outreach initiatives, including website management, monthly e- newsletter, press releases, and manages robust social media presence on Facebook and Instagram.
- Manages collection and implementation of collateral materials for print and digital publications.
- Updates engaging content on the website.
- Collects photographs and manages photo library.
- Writes and collects stories and quotes for communication pieces.
- Manages constant contact account.
- Collects and reviews data to gauge and/or improve the effectiveness of marketing and social media strategies.

Event Planning

- Works closely with Event consultant and a volunteer committees to plan and execute the annual gala and other PBCB events during the year.
- Works with the Science Coordinator on speaker events
- Manages donor appreciation events including invitations, catering, program, and logistics.
- Assists with preparing budgets and provides periodic progress reports.
- Shares responsibility for event setup, breakdown, and attendance

Administrative

- Maintains compliance with all fundraising policies, procedures, and requirements as well as state and federal laws and regulatory requirements.
- Acts as the liaison to the Board of Directors Advancement Committee offering supporting resources to further extend the reach of the organization's fundraising and outreach initiatives.
- Prepares and proofreads letters, spreadsheets, and other correspondence.
- Provides support to the Executive Director with scheduling prospect meetings and calls and ensures meeting notes and correspondences are recorded in database.
- Performs general office tasks, special assignments, projects, and other duties as required.

Qualifications:

- Bachelor's degree preferred and a minimum 5 years of directly relevant experience working in a non-profit in fundraising, communications and/or donor relations.
- Demonstrated passion for PBCB's mission, proven track record in fundraising, and interest in sailing and marine education.
- Ability to manage long-term donor cultivation and solicitation strategies.
- Experience in managing volunteers and vendors.
- Working knowledge or ability to learn donor databases
- Proficient computer skills, including: MS Word, Excel, and PowerPoint.
- Familiarity with WordPress and Constant Contact.
- Knowledge of established and emerging social media channels (Instagram, Twitter, Facebook, YouTube, LinkedIn, TikTok, etc.)
- Experience with social media tools and translating quantitative data into useful, actionable insights. Commitment to keeping up with evolving social media trends and best practices.
- Strong interpersonal skills and enjoys working with the public with an energetic spirit and positive attitude.
- Exceptional written and verbal communication and analytical skills.
- Organized self-starter, creative, proactive, detail-oriented, and possesses a strong ability to prioritize with superior time management and troubleshooting skills.
- Flexible, with an all-hands-on-deck, team-centered approach (we're a small crew!)

Please send cover letter, resume, and salary expectations to: Dorothy A. Bassett, Executive Director, at bassettd@pbc cb.cc.

Organization Description

PBCB is a nonprofit organization, founded in 2003, that provides affordable, quality sailing and boating, marine science education, and environmental stewardship opportunities for all community members – regardless of financial, physical, developmental or cognitive abilities. PBCB's campus, located in Harwich, MA includes an accessible dock, boathouse, four buildings, 80 boats and kayaks, and 750 feet of beach frontage.