



Pleasant Bay Community Boating Development and Communications Manager

Position Description

The Development & Communications Manager works closely with the Executive Director and fundraising consultant on Development, Donor Stewardship, Marketing and Communications, Social Media, Corporate and 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 consultant:

- Administers the annual development plan, goals and objectives, and calendar.
- 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 the Advancement Committee.
- Works with the Executive Director to develop and maintain community engagement relationships and collaborations including communications, meetings and presentations

Database Management

- Responsible for the donor & volunteer management systems, including processing of gifts, gift coding, creating queries and reports, event registration and other interactions.
- 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.
- 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, monthly blog posts, social media presence.
- 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 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 committee to plan and execute the annual gala.
- Works with the Program Director on speaker events
- Manages donor appreciation events including invitations, catering, program, and logistics.
- Assists with preparing budgets and provide periodic progress reports.

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 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 3 years of experience working in a non-profit in fundraising, communications or donor relations.
- Passion for mission, commitment to 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 of donor databases is essential.
- Proficient computer skills including: MS Word, Excel, and PowerPoint.
- Familiarity with word press 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 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: Mike Trovato, Executive Director at trovatom@pbc.cc.

Organization Description

PBCB is a nonprofit organization, founded in 2003, that provides affordable, quality sailing and boating, marine 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 a dock, a boathouse, four buildings, 80 boats and kayaks, and 750 feet of beach frontage.