



Choir School of Delaware

JOB DESCRIPTION

JOB TITLE: Communications and Development Manager (CDM)

FLSA STATUS: Exempt

DEPARTMENT: Development

EEO: 2

REPORTS TO: Director of Operations and Music

PREPARED DATE: 2/6/2024

SUMMARY: This position is responsible for managing the communication and development needs of the organization by: communicating the impact, mission, and vision of the organization to the public, donors, and external organizations; creation, implementation, and maintenance of campaigns; marketing and donor list management and segmentation; event management; grant research and writing.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- Communication Duties
 - Promote the mission and vision of CSD and its programs with families, volunteers, staff, other organizations, and the general public.
 - Develop communications regarding the impact of CSD to prospective families, business leaders, corporate and foundation representatives, and government officials.
 - Develop and implement a comprehensive marketing and communications plan with measurable outcomes and deadlines.
 - Prepare ad copy, invitations, and press releases.
 - Assist CSD staff in planning and executing annual subscription series and special events.
 - Ensure CSD's events are made accessible to parents and members of the community.
 - Grow subscriber and concert patron base.
 - Build and maintain a robust sponsorship program to support CSD performances/programming.
 - Regularly update website and social media accounts.
 - Design and manage print and digital content.
 - Coordinate recording, video, and/or photography.
 - Manage production and artistic design of marketing/development collateral.
 - Manage in-house printing.
 - Manage ticket sales/box office operations.
 - Maintain marketing collateral inventory.
 - Manage contractors (i.e., web development, graphic designer, etc.)
- Development Duties
 - Research and submit grant proposals and reports to foundations, corporations, government entities, and other funders.
 - Process donations/manage donor thank you letters with assistance from key staff.
 - Coordinate with leadership to prepare appeal letters and other letters.
 - Manage systems to record data and assist with compilation/presentation of data.

- Maintain donor databases, establishing and following rules of data entry to ensure a cohesive network of data.
- In concert with CSD leadership, plan and evaluate fundraising campaigns and activities.
- Identify and steward prospective donors.
- Communicate with donors the impact of their gift.
- Manage donor database.
- Assist in development, maintenance, and execution of development plan in collaboration with staff and board to include annual and planned giving. Maintain updates and adjustments on a minimum quarterly basis.
- Draft appeal letters, thank you letters, and special project communication.
- Plan and execute fundraising events including, but not limited to the annual gala, annual fundraising performance event, fundraising/friend-raising breakfast, thank you events, and concert-related cultivation.
- Compile and maintain a listing of restricted funds and their expenditures.
- Other Duties:
 - Maintains a safe work environment and exhibits safe work practices.
 - In concert with a direct supervisor, pursue personal development of skills and knowledge necessary for the effective performance of the role. Attend training to further develop relevant knowledge, techniques, and skills.
 - Performs other related duties as required.
 - Flexibility to work outside normal work hours, as required.

MEASUREMENT:

- Timely and accurate website and social media updates.
- Development of timely and accurate communications on CSD impact.
- Maintain confidentiality of CSD business matters.
- Follow-up on all inquiries within one business day.

TEAMWORK:

- Demonstrate and promote a spirit of cooperation and teamwork throughout the organization.
- Continually look for ways to improve our processes and ability to serve our internal customers and students effectively.
- Improve personal performance on a continual basis.

CONSTITUENT RELATIONSHIPS:

- Provide responsive, professional, and diplomatic customer service.
- Answer customer calls and correspondence quickly and pleasantly.
- Communicate with internal customers and students in a friendly, professional, and patient manner.
- Perform all duties with the goal of building and maintaining long-term relationships.
- Immediately address any internal customers and students' concerns and request the involvement of other personnel as required. Notify manager of any major concerns and the action taken to resolve.

SAFETY:

- Use and promote safe work practices in the office and in the community.
- Follow all company safety programs and report any non-compliance to your manager.
- Notify manager or Director of Operations and Music of any unsafe conditions.

SUPERVISORY RESPONSIBILITIES:

- Outside contractors and vendors
- Operations and Development Assistant

QUALIFICATIONS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE:

- Bachelor's degree in marketing, communication, fundraising management, or related field required.
- CFRE credentials preferred.
- Five years' communication or development experience for a non-profit organization preferred.

COMPUTER SKILLS:

- Expertise with 365 MS Office Suite, Google Workspace, Adobe Creative Suite, Facebook, Instagram, CRM/patron management systems (Constant Contact and DonorPerfect), Canva, and iMovie.

CERTIFICATES, LICENSES, REGISTRATIONS: **Upon hire or completed within probationary period*

- DEEDS Certification
- CPR/First Aid
- Administration of Medication

LANGUAGE SKILLS:

- Ability to read, analyze and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write creatively, reports, business correspondence and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, board members, students, internal and external customers, and the general public.

MATHEMATICAL SKILLS:

- Ability to calculate figures and amounts such as discounts and percentages. Ability to apply basic mathematical concepts.

REASONING ABILITY:

- Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

- Typical office environment.
- Community Center program spaces
- Performance venues

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Working 40 hours/week unless performances are scheduled.
- Specific vision abilities required by this job include close vision, and ability to adjust focus.
- While performing the duties of this job, the employee is regularly required to use hands to operate the computer keyboard, mousepad, and telephone.
- The employee frequently is required to sit.
- The employee occasionally is required to stand, walk, bend, carry and reach with hands and arms.
- The employee may occasionally lift and/or move up to 20 to 50 pounds.

OTHER REQUIREMENTS:

- Ability to effectively express ideas orally and in writing.
- Ability to plan and implement verbal instructions.
- Strong organizational skills with the ability to prioritize competing workloads and meet deadlines.
- Detail oriented and a self-starter.
- Strong computer skills.
- Reliable and trustworthy.
- Ability to work effectively with CSD employees and students.
- Ability to read and interpret policy manuals.
- Professional appearance
- Willing to travel locally as required
- Able to prove U.S. Employment eligibility
- Ability to pass state mandated regulatory background checks.
- Valid state ID or driver's license
- Flexibility to work overtime/weekends, as required

CONFIDENTIALITY / CONDUCT:

- May not divulge any confidential information.
- Will not engage in unprofessional conduct
- May not make changes in their Job Description, Standards of Performance, or quarterly objectives without consultation with manager and approved by the Director of Operations and Music.

I have received and reviewed the above referenced duties and responsibilities.

Employee Signature

Date

Manager Signature

Date