



Job Title

Development and Communications Manager

Classification: Full-time, Exempt

Supervisor: Deputy Director

Reports to: Executive Director

Staff Supervision: Yes, Interns

Role Summary

For Love of Children (FLOC) seeks a strategic and forward-thinking professional to join the organization as its inaugural Development and Communications Manager (DCM). Reporting to FLOC's Executive Director (ED), the DCM will plan and implement strategic social media campaigns and communications that increase the social media footprint of the organization, enhance its reputation, engage key stakeholder groups, and support its work overall. They will work together with FLOC's Executive Director, the Board of Directors, Senior Leadership team, a grant management company, and other members of the development team to help bolster FLOC's growing individual gifts portfolio, and maintain consistent communications with FLOC's donor base. The ideal candidate will be a creative, outgoing communicator and collaborator with a passion for using social media as a vehicle for advancing issues and ideas, building relationships, and inspiring conversation.

FLOC's Vision

Our vision is a city where every child's potential – regardless of zip code, skin color or family status – is unlocked with a post-secondary degree, opening the doors to success in life.

We believe...

- Every child matters and is equally important.
- The best education combines quality in the classroom with enhanced learning opportunities outside the classroom.
- Every family who needs and wants these opportunities should have guaranteed access.
- Every child deserves a clear, viable path to a post-secondary degree.

FLOC is a collaborative, all-hands-on-deck team that believes no task is too big or too small for any one of us to tackle. Thus, duties will vary as we grow and expand, as we work to support other team members, and as we further actualize our mission. This is a new role and the post-holder will have a chance to shape it according to their skills and interests. The ideal candidate is passionate about the success of young people and thrives in an environment where professionals, volunteers, families, and especially youth are positively impacted by community-based programming.



Work You'll Do

Social Media Management

- Develop and implement a comprehensive and cohesive cross-channel social media strategy (paid and organic content development) for each FLOC social channel.
- Write, design, and produce creative content for social media platforms by working collaboratively with communications colleagues and other internal teams and departments.
- Proactively identify timely ways to expand creative content offerings and improve brand awareness (including paid social campaign development and execution).
- Manage a social media budget and analytics reporting including recommending paid tactics to build an audience on different channels.
- Monitor, listen, and respond on social media channels as appropriate and share feedback to the team in a way that informs future communications.

Donor Relations

- Work with the Executive Director to develop and implement a strategy designed to cultivate and solicit donations from major donors
- Work with the Executive Director and the Board on the cultivation of prospective and current donors
- Expand all individual development activities, workplace giving, corporate giving, cause marketing partnerships, the faith-based community, and other non-profit giving. This includes major gifts, point of entry events, and a specific and heavy focus on prospect cultivation, and donor stewardship;
- Research a wide variety of individuals, faith organizations, special interest groups, and corporate entities for the perpetual growth and development of new and existing funding streams;
- Continually develop and maintain positive relationships with associations, businesses, and corporations for monetary, in-kind and volunteer support;
- Supervise the in-take of all in-kind donations to ensure equitable appropriation amongst programs;
- Oversee the implementation of direct mail and solicitation campaigns; coordinate with Program Managers to target solicitations for special needs specific to programs.

Communication and Special Events

- Manage all public and external relations efforts, including media activities, agency publications, and other collateral materials that enhance FLOC's visibility and enable FLOC to attract new prospects;
- Support all fundraising and signature event planning efforts for FLOC, including monthly fundraising events with the Board and FLOC's three signature events: Annual Fundraising Event, Book Festival, Scholarship Dinner;
- Continually participate in creative and innovative special events that provide the opportunity for individuals and groups with special interests to become actively involved and engaged with FLOC programs.

About the Team

The Development and Communications Manager will join a talented team of mission-driven staff that believes in the mission and vision at FLOC. This individual will be expected to have excellent communication skills, be exceptionally motivated, extremely organized, and be a highly committed rising star who will work within Washington D.C.



Now Let's Talk About You

You are someone with:

- The ability to thrive at the intersection of education, fundraising, social media, and customer service.
- Bachelor's degree in communications, or related field, or equivalent work experience, education in the nonprofit sector is a plus
- 2-3 years of experience in communications, marketing, social media, or public relations with a minimum of 3 years experience, especially developing and managing social media across channels including Instagram, Facebook, YouTube, Twitter, LinkedIn, Snapchat, and TikTok.
- 2-3 years of progressive responsibility in communications
- Highly developed interpersonal skills and social-emotional intelligence, including the ability to effectively pinpoint key motivations of internal and external constituencies, effectively consult with others, and focus on building consensus
- High levels of professionalism, transparency, integrity, diplomacy, and adaptability
- Demonstrated ability to manage multiple projects simultaneously, and thrive in an extremely fast-paced environment
- A self-starter with a bias toward action
- Talent for collaboration and effective teamwork with a demonstrated ability to work with people at all levels of an organization, both internally with staff and externally with members and partner organizations
- Willingness to work behind the scenes in support of the ED and the organization
- Attention to detail, highly organized, and endless self-motivation and initiative
- Exceptional verbal and written communication skills
- Openness to learning and engaging with new ideas, concepts, and colleagues
- Interest and experience in contributing to organizational effectiveness and cultural change
- Flexibility to quickly shift and respond to new priorities
- Comfort with data and quantitative analysis
- Commitment to supporting diverse populations through diversity, equity, and inclusion initiatives
- Exceptional discretion and sensitivity
- High functioning ability with computer software and applications, including MS Word, MS Excel, Raiser's Edge, and Google Suite products;
- Knowledgeable and passionate about youth development and education issues in Washington DC;

Benefits

FLOC offers competitive salaries based on the experience and skills of employees. Additionally, FLOC provides a comprehensive benefits package that includes:

- Medical
- Dental
- Vision
- 403(b)



- Ancillary benefits

Salary: \$65,000- \$75,000 Depending on experience

Next Steps

If this sounds like the sort of role for you, apply now! Please send your **resume** and **cover letter** in attachment form to recruitment@floc.org, with the subject line, “FLOC Development and Communications Manager.” Only competitive candidates will be contacted and invited to participate in the selection process. No phone calls, please. Applications are accepted until the position is filled.

Equal Employment Opportunity Disclaimer

For Love of Children is committed to a policy of equal opportunity for all persons without regard to race, creed, color, sex age, religion, national origin, disability, citizenship, sexual orientation, political affiliation, or any other illegal basis or discrimination. Applicants and employees receive equal opportunity in recruitment, hiring, promotion, discipline, transfers, benefits, services, training, termination, and all other personnel procedures. FLOC believes that every employee should have the opportunity to achieve his or her potential, limited only by individual ability to perform the work, level the effort, experience and training, and should be able to work in an environment free of discrimination or sexual or other harassment.