



A Catalogue  
for Philanthropy  
Organization

A 21st Century  
Community  
Learning Center

<b>JOB TITLE:</b>	Development and Communications Director
<b>TEAM:</b>	Development and Communications
<b>REPORTS TO (Title):</b>	CEO/Executive Director
<b>SUPERVISES (Direct Reports):</b>	Development and Communications Associate, Contract Grant Writer
<b>DATE POSTED:</b>	March 18, 2022
<b>SALARY RANGE:</b>	\$85,000 to \$100,000

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Beacon House was founded in 1991 to provide children in Northeast Washington, DC's Edgewood neighborhood with a safe, nurturing, life expanding community in which to increase their academic achievement, discover their talents, and to grow into healthy adults who achieve their greatest potential. Our programs focus on closing the education achievement gap - and thus improving the economic trajectories - of children and youth ages 5-18 for whom generational poverty is most persistent. Beacon House is recognized as "One of the Best" nonprofits in Washington, DC by the Catalogue for Philanthropy: Greater Washington.

### **POSITION SUMMARY**

The Director of Development and Communications (DODC) is responsible for bringing both structure and imagination to Beacon House's growing number of fundraising and communications activities. The DODC is a leadership opportunity that challenges candidates to increase Beacon House's sophistication in development and communications in order to grow our private philanthropic revenue while also expanding and engaging our community of supporters.

The DODC will be Beacon House's lead strategist and project manager focused on significantly growing our current ~\$1M private philanthropic portfolio. The DODC position is both strategic and tactical and is responsible for designing, managing, and executing the annual development and communications plans. The ideal candidate has a clear grasp of all core components of both institutional and individual fundraising, with particularly strong experience in individual giving, including major gifts, stewardship, and annual giving campaigns (direct mail and digital). This role requires experience with development operations, including CRM management and budget-building.

The DODC will also work closely with the CEO/Executive Director on communications, bringing new strategy, structure, and charm to the organization's storytelling across various channels. The DODC will be responsible for elevating the quality of our editorial calendar in such a way that reflects both industry best practices and Beacon House's unique values, impact, and interests.

The DODC can expect his/her/their work to more specifically include:

## ***Fundraising (70%)***

### **Strategy and Leadership**

- Participate in overall management of the organization as a leadership team member
- Contribute positively to overall organizational climate and affirm Beacon House values
- Work closely with the CEO/Executive Director, Director of Operations, and Board to establish and monitor annual and long-term revenue goals and budgets
- Participate in long-term strategic planning for Beacon House to ensure development and communication plans align with evolving and freshly articulated organizational goals
- Update annual development plan to accomplish organizational goals as they evolve
- Think creatively about the donor stewardship plan and update it on an annual basis

### **Donor Management, Campaigns, and Events**

- Expand Beacon House's major donor community, The Lighthouse Society, by researching and designing relationship management plans for prospective and current major donors
- Serve as lead contact on a portfolio of major donors, as well as project manage the CEO/ED's portfolio management
- Cultivate relationships with Board of Directors and support them both as a group and as individuals in identifying and tailoring their best development contributions to Beacon House. Serve as primary staff point of contact for the Board's development committee
- Stand up and steward new donor communities, e.g., major donors, planned giving and recurring giving
- Lead strategy, execution, and evaluation of all annual direct response campaigns focused on developing new donors and retaining existing mid-level and smaller dollar donors
- Partner with the CEO/ED in serving as lead contact to major foundation funders
- Work with the contract grant writer to craft thoughtful, tailored, and strategic grant requests that complement Beacon House's other fundraising efforts
- Ensure the punctual submission of all grant applications and reports
- Lead strategy, execution, and evaluation of Beacon House's special events, including building out specialized sponsorship models that appeal to both individuals and corporations

### **Development Operations**

- Oversee all development operations, ensuring timely and accurate execution of gift processing and reporting
- Serve as a role model for how to fundraise strategically and deliberately using a CRM
- Lead the greater adoption of Salesforce as Beacon House's fundraising project management tool of choice
- Build and dynamically manage a pipeline of open funding opportunities in Salesforce to ensure Beacon House has a realistic path to goal against its annual revenue targets
- Serve as a role model and teacher to the Development and Communications Associate in how to marry development strategy and operations
- Guide the Development and Communications Associate in creating and updating Salesforce dashboards and reports for progress-to-goal monitoring
- Guide Development and Communications Associate in creating standardized processes and procedures to bring greater sophistication and reliability to all fundraising efforts

### **Communications (30%)**

- Overhaul the editorial calendar, elevating its strategy and execution in order to deepen and expand Beacon House's connection with its community
- Research and recommend new communication channels for Beacon House to join
- Lead on multichannel content creation, most notably the email newsletter
- Research and pursue both earned and paid advertising opportunities
- Manage all communications and advertising partners and/or vendors

### **NECESSARY JOB TRAINING**

- At least 7 years of experience working in nonprofit development with a track record of leading increases in philanthropic revenue year-over-year. Bachelor's degree preferred.

### **CRITICAL KNOWLEDGE, SKILLS, AND ABILITIES**

- Experience with managing direct reports and/or volunteer committees to do their best work
- Strong writing and communication skills required
- Excellent working knowledge of Salesforce or similar donor database
- Aptitude for learning and using new technologies or platforms to enhance work quality
- Masterful project management skills and ability to close all loops
- Engaging and thoughtful personal relationship development and management skills
- Highly organized and able to focus both on the big picture and the details
- Proven ability to prioritize and meet multiple deadlines efficiently and excellently
- Team-oriented and ready to lend a helping hand no matter the task
- Loves kids and is excited to work in a tight-knit, place-based community
- Understanding of and commitment to Beacon House's mission

### **OTHER DESIRED QUALIFICATIONS AND ATTRIBUTES**

- Takes the initiative to propose fresh ideas based on modern fundraising trends, and persistent enough to bring these to life independently
- Takes initiative in identifying problems and devising solutions
- Open-minded and appreciative of the varied and unique life stories, experiences, and assets of all Beacon House stakeholders, including community members and staff
- Ability to communicate thoughtfully and clearly with lots of different people
- Demonstrates patience, empathy, and good will when working with others
- Strong work ethic and committed to doing the work necessary to see success
- Flexibility, creativity and the ability to thrive in an evolving environment
- Thoughtful and practices the utmost discretion with sensitive information
- Spanish language proficiency helpful

### **TO APPLY**

Candidates should send resume, cover letter including available start date and desired salary, and a writing sample that is authored solely by the candidate and relevant to fundraising work, like a thank you letter or a follow-up email after a donor meeting to [jobs@beaconhousedc.org](mailto:jobs@beaconhousedc.org)

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The above statements are intended to describe the general nature and level of work being performed by the individual(s) assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required. Management reserves the right to modify, add, or remove duties and to assign other duties as

necessary. In addition, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.