

POSITION ANNOUNCEMENT DEVELOPMENT AND COMMUNICATIONS MANAGER

Job Type: Permanent Full Time

Full Time Equivalent: 1.0 FTE (40 hours/week), exempt

Reports to: Executive Director

Rate: \$60,000-\$70,000 (annually), depending on experience

Location: Anywhere in Wisconsin. Hybrid remote work (partial at-home and in-office) or fully remote work arrangements are possible, depending on location in relationship to a DRW office. Must be a Wisconsin resident.

Application Instructions: Submit resume and cover letter (required), detailing your qualifications and experience as they relate to the minimum and preferred qualifications.

For priority consideration apply online at <http://www.disabilityrightswi.org/careers>

Application deadline: Applications received by **5:00 p.m., August 1, 2022**, will receive priority consideration. Posting will remain open until filled.

Alternate formats of this Position Announcement are available upon request. Materials may be submitted in alternate formats if necessary.

What is DRW?

Disability Rights Wisconsin is the state's Protection and Advocacy system, charged with protecting the rights of individuals with disabilities and keeping them free from abuse and neglect. Employing a variety of means, our advocates and attorneys use individual casework and systems advocacy to achieve positive changes in the lives of people with disabilities and their families. We are seeking employees who value this work. In turn we treat our employees well, offering a supportive environment, talented colleagues, excellent benefits, and generous leave.

DRW arose out of a disability civil rights movement demanding that the abuse of people with disabilities end and that people with disabilities be included in life, school, workplaces, and communities. Our core values include Diversity, Dignity, Independence, Accessibility, Inclusion, Human Rights, and Liberation.

A diversity-based approach to disability rights recognizes the intersectional nature of oppression experienced by people with disabilities from underprivileged and underserved communities. We strive to create a welcoming and inclusive environment at DRW. We work to specifically address disability-related injustices at the intersections of disability and race, disability and gender, disability and gender-based violence, and more.

Job Summary

As part of this exciting new position, the Development and Communications Manager (DCM) will design DRW's first development and communications program. The ideal candidate will have proven experience with individual donor cultivation and management; professional, succinct, and compelling communication skills; the ability to maximize social media and effective relationships with the press; a strong desire to make a tremendous difference in the lives of people with disabilities; and a winning and collaborative personality. This motivated and creative individual will help Wisconsin's communities connect with the issues faced by people with disabilities, highlight DRW's work, and attract partners, donors, and resources to DRW.

The Development and Communications Manager will work with the Board of Directors to plan and implement fund development and outreach. The DCM will enhance DRW's identity by working in partnership with DRW staff to create compelling, professional, and consistent external communications and materials and by coordinating staff outreach.

The DCM must be passionate about DRW's mission and the intersectionality of disability and identity and must have the desire to bring critical resources to help DRW carry out its mission across Wisconsin.

Key Responsibilities

1. Resource Development – 60%

- Develop a comprehensive fundraising plan that includes prospect identification, cultivation, and enhancement of donor relationships; projects and campaigns to develop donors and dollars; effective and relevant events; and efforts to support funders in their mission to support organizations like DRW. Set and reach aspirational development goals.
- Work with staff to effectively use the power of DRW's CRM database for donor management.
- Prepare donor engagement collateral, such as letters of inquiry/proposals, pitch decks, appeals, reports, and media and website posts.
- Seek, analyze, and develop additional relevant funding opportunities.
- Coach and support DRW staff and Board to enhance their enthusiasm and build on their ability to participate in fund development.
- Work with DRW's funding partners to improve DRW's ability to collaborate in a mutually beneficial manner.
- Manage and organize events, as well as seek sponsorships and in-kind services.

2. Communications and Outreach – 30%

- Develop and implement a comprehensive annual communication plan to enhance DRW's identity recognition; inform the public of important public policy news; and provide key information to constituents.
- Build the foundation for a unique visual identity.

- Enhance DRW's photo, video, and document libraries; develop stories that describe DRW's positive impact using a trauma-informed and person-centered approach.
- Work with staff to plan and execute social media postings and website content.
- Manage partnerships with media and press to ensure appropriate coverage of issues that are important to DRW and are sensitive and ethical in reporting on people with disabilities and the issues that impact them.
- Work with DRW's Public Policy Coordinator to effectively use communication tools to convey critical information to legislators, public officials, and the public.
- Work with ED and Board to implement Board's Outreach Plan, intentionally reaching out to various constituencies throughout the state.
- Create processes and workflows with staff to ensure timely responses to outreach or media requests. Help coach and prepare staff to respond to these requests if needed. Seek opportunities for outreach.
- Work with staff to develop, design, and finalize outreach and other materials, such as impact reports and DRW's annual report, ensuring that all materials are accessible.

3. Coordinate and Staff Established Advisory Council on Mental Illness – 5%

4. Outreach Preparation and Posting for Medicaid Grant – 5%

Qualifications

Required:

- Bachelor's degree in communications or marketing from an accredited college or university is preferred. The equivalent of 5 years of full-time experience working in a communications, development, or marketing position with fundraising responsibilities may be substituted for a college degree.
- Exceptional written and verbal communication skills, including the ability to write concisely, precisely, compellingly, and have outstanding editing skills.
- Excellent organizational skills; able to manage multiple priorities and timelines.
- Able to work collaboratively with others yet take initiative and work independently.
- Knowledge and commitment to the principles of disability rights.
- Travel throughout the state is an expectation of the position.
- Hours vary with occasional evening and weekend work.
- Experience/direct contact with persons of culturally diverse background.

Preferred:

- Direct experience with people with disabilities and challenges they face in leading a meaningful life of autonomy and self-determination.
- Experience using CRM databases.
- Experience with management of donation processes.
- Connections with donor communities and individuals.
- Connections with communities representing diversity.
- Experience working with media and press.
- Excellent skills in being interviewed and coaching others to prepare for interviews.
- Event management experience.
- Working knowledge and experience with social media, including its marketing potential and its pitfalls.

Benefits

Disability Rights Wisconsin places a high value on the well-being of our staff. We offer the following benefits for permanent employees working at least 20 hours per week: health, vision, dental, and life insurance; short- and long-term disability; 401(k) retirement savings plan with employer contribution, and flex spending plan. Paid time off includes generous holiday, vacation, personal and medical leave, as well as time for volunteering and voting.

A COVID-19 vaccine mandate is in place for all employees. A copy of the policy can be requested by emailing hr@drwi.org

EEO/AA | We're an equal opportunity employer. All applicants will be considered for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran, or disability status.