



## **Job Opening: Communications Associate**

### **About the Rose Foundation for Communities and the Environment**

For 25 years, the Rose Foundation has supported grassroots initiatives that inspire community action to protect the environment, community health, and people's rights. Our community-based grantmaking approach has earned national recognition for building grassroots power for conservation and social justice causes, and our New Voices Are Rising youth leadership program trains Oakland high school students to step forward as the next generation of environmental justice leaders.

### **Position Summary**

The Communications Associate helps implement the Rose Foundation's fundraising and communications strategies, including grant writing, donor stewardship, social media, email marketing, and print media. They are primarily housed in the Development Department, but are also a key member of the Grants Team, playing an important role in communicating about funding opportunities to potential applicants and in sharing grantee/fund impact stories with stakeholders and the general public.

### **The Ideal Candidate**

The ideal candidate has a strong commitment to conservation and social justice, and sincerely enjoys fundraising and communications. They have strong social media and grant writing skills, want to pursue a career in nonprofit development, and are eager for a growth opportunity where they will be directly mentored by the Executive Director and Development Director.

### **Duties & Responsibilities**

#### **Help ensure effective donor stewardship and fundraising:**

- Manage donor communications:
  - Coordinate ongoing donor messaging via our website, email, and social media.
    - Share stories about our grantmaking and youth program impacts.
    - Monitor messaging results, especially related to mailings/appeals.
  - Support annual fundraising campaigns, including program-specific appeals and end-of-year appeal.
  - Support annual crowdfund, including:
    - Set up and maintain the Rose crowdfund account, and help crowdfunders set up and manage their personal pages.
    - Provide information, resources, and toolkits to crowdfunders before and during campaigns to help them easily and successfully fundraise.

- Regularly update and manage Rose Foundation profile on third-party platforms such as Charity Navigator and GuideStar.

**Assist with fundraising from foundations and government agencies:**

- Conduct regular funder prospect research, and evaluate funding opportunities for fit with Rose programs.
- Draft grant proposals in collaboration with other staff, and help ensure timely and complete submission of proposals.
- Help periodically communicate with funders outside of the formal grant proposal/report process to inform them about key Rose activities.

**Coordinate and conduct communications activities:**

- Manage and oversee the annual communications calendar. Provide input on, and help implement, communications strategy.
- Manage Rose’s Story Banks to catalogue photos, videos, and data for storytelling.
- Produce the monthly e-newsletter: Solicit stories from Rose staff and external constituencies (e.g. grantees, program partners), organize and write compelling content, and integrate pictures and graphics.
- Oversee the print newsletter production (twice a year), taking the lead on drafting content, securing photos, and working with our graphic designer on newsletter design and layout.
- Manage social media channels, including Facebook, Twitter, and Instagram. Ensure that all channels have regular activity and relevant content, and that there is ongoing audience engagement. Integrate new channels, or new features to existing channels, as needed.
- Update and maintain website.
  - Regularly update key pages and sections, including the home page, news & features, grantseekers, and donations. Periodically review entire website to ensure it stays fresh, current, and in the same general voice.
- Work with Grants Team to support communications to grantees and grantseekers.
  - Produce and circulate Requests for Proposals for our grantmaking programs.
  - Ensure accuracy and consistency of grant program information across multiple modes of dissemination.
- Produce specialized reports on targeted Rose activities, including reports on grantmaking initiatives and youth activities.
- Employ strategies to increase our reach and visibility with the public, such as search engine optimization and Google ads.

**Manage communications and support fundraising for our annual Film Fest:**

- Manage online event ticketing page, Rose’s event website landing page, homepage, and donation page. Regularly update and ensure they have relevant, engaging content.
- Assist with content generation for printed/mailed pieces; work with graphic designer on design and production.
- Manage online and print publicity, including postings to event calendars and paid advertising on Facebook.

- Assist with film selection logistics and provide lead-up and day-of event support.

### **Additional Responsibilities:**

- Participate in development and grants team meetings, and staff meetings.
- Participate in program activities as needed to understand these programs, get pictures and stories, and communicate impact to target audiences.
- Be ready and willing to ‘jump in’ when and where needed to support important organizational activities.

### **Required Qualifications**

- At least an AA (BA preferred) with some coursework related to nonprofit fundraising communications, and/or marketing.
- At least two years working in communications/marketing and/or nonprofit fundraising, with specific experience related to the following:
  - Online communications/marketing, including social media and email marketing.
  - Digital graphic design and website management (WordPress preferred).
  - Grant writing and reporting (experience with multi-partner or government grants a plus).
  - Event production.
- Excellent writing skills and ability to tailor writing for different contexts and audiences.
  - Writing fluency in Spanish a plus.
- Strong attention to detail, and ability to work under multiple priorities and deadlines with a collaborative problem-solving approach; the flexibility to help where help is needed in a small office dynamic.
  - Eager to proactively learn needed skills and take advantage of professional development opportunities.
- Strong commitment to environmental conservation and social justice.
- Must be able to sit at a standard desk for periods of 4 hours or more, and lift up to 25 pounds. (Standing desk and other ergonomic options may be available.)
- Must be available to work occasional evenings and weekends, including the Rose Foundation’s annual Film Fest (taking place on September 26th in year 2019).

### **Salary, Hours and Benefits**

Full-time, non-exempt, at-will position, starting annual salary in the range of \$45,000 - 52,000 depending on experience and qualifications. Benefits include fully paid platinum-rated health insurance (medical/dental/vision); sick leave which exceeds California standards; generous vacation and paid holidays; FSA and matched 401k; plus sabbatical and professional development opportunities. General hours are 9am-5pm, Monday through Friday, but occasional evening or weekend hours may be required.

### **How to Apply**

- Please send your resume, cover letter, and one or more writing/graphic samples related to nonprofit fundraising or communications to [aheying@rosefdn.org](mailto:aheying@rosefdn.org). Please also include how you learned about this position, and write “Communications Associate Position” in

the subject line of your email. Applicants will be acknowledged via email. No phone calls or mailed applications, please.

- **Applications must be received no later than June 5, 2019.** We intend to fill the position as soon as possible, and so we encourage you to submit your application package as early as possible.

The Rose Foundation is an equal opportunity employer that embraces diversity. Our office is in a commuter-friendly location five blocks from Lake Merritt BART; located near Jack London Amtrak, AC Transit including the 72R, 12, and Broadway Free Shuttle, and Oakland's network of bike lanes.