



## **Development and Communications Manager AU/ Tenleytown**

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Iona is pleased to announce that we are hiring a Manager, Development and Communications!

### **About Iona**

Iona is a nonprofit organization that directly helps 3,000 older adults and families with the challenges and opportunities of aging in the greater Washington D.C. area. Since 1975, we have educated, advocated and provided community-based programs and services to help people age well and live well. Iona's suite of services includes: Consultation, Care Management and Counseling, our award-winning Wellness & Arts adult day health center, Active Wellness Program at St. Alban's, support groups, home-delivered meals, and more. For more information about Iona and a full job description, please visit [www.iona.org](http://www.iona.org).

Iona is fortunate to have a community of committed supporters. We have strong relationships with long-term funders, actively engaging stakeholders while cultivating new partners and developing new revenue streams. As part of its Development department, Iona is excited to welcome a new Manager, Development and Communications!

### **About the Role**

Reporting into the Director, Development and Communications, the Manager contributes to and implements the development-specific communication strategy with the goals of educating, engaging, cultivating, and inspiring support. The Manager's primary responsibilities are to propose, create and execute new communications for external audiences; ensure consistency and continuity in tone, style, and brand; provide day-to-day management of the communications calendar; and reinforce the mission and goals of Iona. This role directs freelancers on a project basis and collaborates closely with other staff members.

### **Specific Responsibilities**

#### ***Fundraising Communications:***

- Collaborates with the Director of Development and Communications to develop and write creative and persuasive fundraising pieces that communicate the value and impact of Iona.
- Manages online appeal campaigns, including writing content, designing graphics, and managing any cross-channel messaging on social media.
- Collaborates with the fundraising team to create direct mail packages and other collateral materials to engage and retain current donors, as well as influence prospective donors.
- Manages the development of quarterly donor newsletters and other impact communications for donors.
- Manages content of new and evergreen assets including donation forms, crowdfunding campaigns, and other elements of the digital donor experience.

***General Communications:***

- Manages external communications efforts on behalf of Iona, in coordination and partnership with the Director of Development and Communications.
- Oversees the creation of e-news content, design, and ensures timely distribution. Tracks and reports email metrics, suggesting new strategies to increase open rates and engagement.
- Supports other departments with content development, visual and graphic design to ensure brand consistency.
- Manages organization's website.

***General Development and Communication Responsibilities:***

- Participates in event planning and helps in day-of logistics for annual luncheon, Heart of Caring.
- Researches best practices in fundraising and marketing communications; proposes new approaches and delivery methods; and identifies compelling stories and visuals to support the strategic goals of fundraising and Iona.
- Supports other administrative duties as needed.

**REQUIREMENTS:**

- Bachelor's degree in English, Communications or a related field required. Five years of related communications experience in a development department non-profit setting, including two years of experience managing internal communications.
- Must be a strong writer with proven ability to develop high-level, compelling copy. Ability to quickly synthesize complex ideas and turn them into compelling material.
- Must possess a high level of attention to detail and excellent proofreading and copy-editing skills.
- Self-starter. Has the ability to work from established timelines, strong organizational skills, and ability to manage multiple tasks simultaneously.
- Experience working with an outside consultant.
- Candidates must thrive in a highly collaborative environment while also possessing the ability to work well independently with minimal supervision.
- Diplomacy and tact a must
- Experience with Adobe Creative Suites, Wordpress, and Blackbaud's Raiser's Edge NXT and Luminare Online is a plus.

Iona offers a robust benefits package which includes health, dental, and life insurance, vacation and a 403(b)-retirement plan. Compensation is commensurate with experience. To apply, please submit your letter of interest and resume to Expand HR Consulting, Erica Raphael: [eraphael@expandhr.com](mailto:eraphael@expandhr.com).

*Iona is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion/creed, sex, national origin, disability, genetic information, pregnancy, veteran or active military status, alienage or citizenship status, arrest or conviction record, credit history, salary history, caregiver status, sexual orientation, gender identity, marital or partnership status, familial status, unemployment status, status as a victim of domestic violence, sexual violence or any other status protected by applicable law.*