



POSITION ANNOUNCEMENT: Communications & Development Manager

LOCATED IN: Charlotte, North Carolina

BACKGROUND

Founded in 1940, the Bethlehem Center of Charlotte (BCC) has provided high-quality education for children in need, in partnership with their families. BCC offers early childhood development (Head Start, Early Head Start), out-of-school time (OST) enrichment programs, and a scholarship fund, supporting children and youth from birth to college-age. BCC currently serves over 800 multi-cultural program participants in 12 physical locations in Mecklenburg County.

Bethlehem Center is a 501(c)(3) non-profit Bethlehem Center with a 161-member staff and an operating budget of nearly \$8 million. BCC is funded by local, state, and federal government contracts, grants, fundraising events, and philanthropic gifts. BCC's main administrative offices are located near Uptown Charlotte.

To learn more, visit Bethlehem Center's website at www.bethlehemcenter.org

THE LEADERSHIP OPPORTUNITY

The Communications & Development Manager reports to the Chief Executive Officer, with the goals of increasing awareness of and building financial support for Bethlehem Center. This is a new position with responsibilities that include planning, developing, managing, implementing, and growing a comprehensive fundraising and marketing effort to support Bethlehem Center.

The Communications & Development Manager will execute Bethlehem Center marketing, communications, and public relations activities, ensuring they are integrated and in support of the mission, fundraising efforts, and programs provided by Bethlehem Center. The Communications & Development Manager will provide support for all fundraising efforts including, but not limited to, Bethlehem Center fundraising events, third-party fundraising events, grant writing activities, annual appeal campaigns, corporate and individual giving efforts, and donor acknowledgement and stewardship.

The successful candidate will be a self-starting, results-driven professional who is excited by Bethlehem Center's mission. The Communications & Development Manager will be called upon to fulfil the following key responsibilities:

Communications

- Develop, implement, and maintain a comprehensive year-long marketing and communications plan.
- Manage and maintain all Bethlehem Center social media outlets.
- Update and maintain Bethlehem Center website, track website analytics, and build plans to increase engagement.
- Develop and maintain Bethlehem Center brand standards.
- Collaborate with other staff members to create monthly e-newsletter and ad hoc e-communications.
- Develop and utilize client stories for marketing and PR-related activities.
- Build relationships with media outlets locally, regionally and nationally.
- Write press releases and story pitches.
- Represent and serve as an ambassador for Bethlehem Center as needed.

Development

- Manage logistical execution for events.
- Serve as a staff liaison on Bethlehem Center event committees and board development committee.
- Provide support to third-party fundraising events implemented to benefit Bethlehem Center.
- Assist with research, writing, and submission of appropriate grant opportunities.
- Provide administrative and communications support for individual and corporate giving activities.
- Plan and execute donor stewardship activities. • Support donor cultivation and stewardship efforts of the CEO and board.

Data Management

- Maintain the donor database.
- Mine and analyze data to identify opportunities and trends.
- Report on development opportunities and status.
- Monitor effectiveness of communications efforts through data analysis.

Volunteer Management

- Manage the volunteer recruitment, training, placement, and recognition process as it relates to fundraising and marketing efforts.
- Develop materials and systems as needed to support these objectives.

Board Support

- Attend all board meetings, strategic planning sessions, and fundraising events.
- Assist in the presentation of pertinent communications and development information for board meetings.

Programs

- Maintain general knowledge of the Bethlehem Center programs.

General Administration

- Drive projects to completion within planned timeframe and budget.

Financial Management

- Work with the Bethlehem Center leadership team to develop and manage budgets for marketing and fundraising efforts.

SKILLS AND QUALIFICATIONS OF THE COMMUNICATIONS & DEVELOPMENT MANAGER

The ideal candidate will possess sufficient experience and training to execute the responsibilities of the position. He/she should also demonstrate the following qualifications and skills:

- Entrepreneurial spirit, positive attitude, and a strong commitment to Bethlehem Center's mission.
- Bachelor's degree or equivalent work experience in a directly applicable field.
- 2-5 years of experience in agency or non-profit marketing, fundraising, and event planning.
- Great attention to detail and a willingness to do what's necessary to achieve Bethlehem Center's goals.
- Superior administrative and organizational skills, with the ability to keep projects on track.
- Excellent written and oral communication skills.
- Strong work ethic with the ability to interact effectively with diverse individuals and organizations.
- Current knowledge of social media platforms and communications trends.

- Demonstrated creativity and resourcefulness.
- Proven track record of working well in a team environment, preferably where volunteers have been involved.
- Ability to work in a fast-paced, collaborative environment.
- Drive and willingness to learn and implement new technologies and processes.
- Proficiency with Outlook, Word, Excel, and PowerPoint, with desired experience using Adobe Creative Suite and donor databases.

APPLICATION PROCESS

Submit resume to Cathy L. Cloud Human Resources Director ccloud@bethlehemcenter.org Salary is commensurate with candidate experience. Benefits include health, dental, vision, and life insurance, short-term and long-term disability, 403b, paid holidays, and accrued paid-time-off (PTO). Employee must pass an annual physical, TB screening, and submit to random drug screenings. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position. No phone calls, please.

Bethlehem Center actively seeks a diverse pool of candidates. Bethlehem Center is committed to a policy of equal employment opportunity without regard to race, color, national origin, religion, disability, gender, gender identity, sexual orientation, or age.

Mission: To provide high-quality education and support for children in need through partnership with their families.

Vision: To positively affect the future of children at risk by improving economic mobility through education.