

Position Announcement: Marketing and Communications Manager, Catalogue for Philanthropy: Greater Washington

About the Catalogue: The Catalogue for Philanthropy: Greater Washington (Catalogue) is the region's only *locally-focused guide to giving and volunteering*. We believe in the power of small nonprofits to spark big change. Our goal is to create visibility for our nonprofit partners, fuel their growth with philanthropic dollars, strengthen their capacity, and create a movement for social good in our region.

Since 2003, the Catalogue has raised more than \$40 million for our network of vetted charities. Each year, nearly 30,000 individuals receive our print Catalogue, 75,000 receive our “mini-catalogue”, and thousands more visit our website. In 2017, our marketing and communications outreach helped our partners raise nearly \$4 million with \$400k raised on Giving Tuesday alone.

The Marketing and Communications Manager is a unique opportunity to join a team of talented and committed colleagues working to grow the Catalogue's presence and awareness in the DC region. The individual in this position will play a crucial role to increasing the awareness of, and resources for, the Catalogue and our nonprofit partners.

For more information about the Catalogue, visit cfp.org.

Marketing and Communications Manager Position Summary:

We seek a passionate, creative, committed, and community-focused individual who believes in our mission and who is committed to increasing awareness of the Catalogue and its nonprofit partners with the goal of generating resources and support.

The individual in this position reports directly to the Executive Director and will work closely with our Director of Nonprofit Programs and our Development Director.

You are a self-starter and collaborative team player who enjoys working with an energetic and innovative team. You are willing to go the extra mile to provide technical assistance and support to our nonprofit partners, many of which are small with no fundraising or marketing staff. The individual in this position thinks outside the box, is high energy, and brings a creative, innovative spirit to our team.

Job Responsibilities Include:

- Work with the Executive Director and Development Director to develop, implement, manage, and execute an annual communications and marketing plan that promotes the Catalogue and our nonprofit partners.
- Build awareness by identifying opportunities to highlight the work of the Catalogue and our nonprofit partners to current stakeholders/donors and new audiences.
- Spearhead and lead the Catalogue's Giving Tuesday campaign which raised over \$400k for our nonprofit partners in 2017.
- Assist nonprofit partners with their communication and marketing efforts and strategies, as needed.
- Partner with the Executive Director to manage team of PR and digital consultants. Work with consultants to identify PR opportunities for the Catalogue and our nonprofit partners.
- Manage media opportunities to highlight the Catalogue and our nonprofit partners, for example, in the City Paper, the Washington Monthly, etc.
- Analyze marketing and communication efforts and recommend strategies to improve effectiveness and return on investment.
- Serve as an ambassador and spokesperson for the Catalogue in the community-at-large.
- Work with the Catalogue team to create marketing materials used to promote the Catalogue and our nonprofit partners.
- Work with Development Director to keep website content current and engaging.

Minimum Qualifications

- Minimum of 2 years' experience in marketing/communications/public relations with demonstrated success.
- Excellent written and verbal skills.
- Strong organizational skills, attention to detail, and deadline driven.
- Strong relational skills; proven collaborator and team player.
- Strong computer skills. Experience with WordPress and MailChimp a plus.
- Bachelor's degree in journalism, marketing, or public relations preferred.



CATALOGUE FOR
PHILANTHROPY

Benefits:

- Three weeks of vacation plus federal holidays.
- Short-term and long-term Disability insurance.
- Employer sponsored dental and health insurance
- 401(k) retirement plan.
- Metro travel reimbursement.
- Supportive work environment.

Salary: \$40k-\$60k commensurate with experience.

How to Apply:

Interested individuals should submit:

1. Cover letter,
2. Resume,
3. Three writing samples, and
4. Two or three graphic designs you either created or played a significant role to create (if available).

Please submit to: Bob Wittig, Executive Director, bwittig@cfp-dc.org