

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. Every nonprofit in our network is evaluated for excellence by a team of over 120 local experts. They assess each organization for impact, community need, and financial transparency.

Nearly 30,000 individuals receive our print Catalogue, 75,000 receive our "mini-catalogue, and thousands more visit our website each month. The Catalogue is an essential partner in the annual Giving Tuesday campaign for the DC region. This year, our marketing and communications outreach helped our partners raise over \$400k on Giving Tuesday.

In addition to helping our nonprofit partners raise resources, the Catalogue provides high-quality, capacity-building workshops and learning opportunities. During the past ten months, nearly 1,000 individuals have participated in Catalogue workshops and learning circles.

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 promote Catalogue raising funds for its own mission work and to increase the visibility and resources for 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.

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

You must be a self-starter, leader and collaborative team player who enjoys working with an energetic and innovative team. You are detailed-oriented and deadline-driven. 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. You understand how marketing/communications and fundraising are integrated.

Job responsibilities include:

- Work with the Executive Director and Development Director to develop, implement and manage an annual communications and marketing plan that aligns with the mission and goals of the Catalogue and our fundraising efforts.
- Create and design marketing campaigns to leverage the work of the Catalogue and its nonprofit partners.
- Build community awareness for the Catalogue and its nonprofit partners by identifying opportunities to highlight the work of the Catalogue and nonprofit partners to current stakeholders and new audiences.
- Build media relationships and identify PR opportunities for the Catalogue and its partner organizations.
- Analyze marketing and communication efforts and recommend strategies to improve effectiveness and return on investment.
- Serve as an ambassador for the Catalogue in the community-at-large. Be comfortable being interviewed on TV or the radio.
- Monitor and post on social media mediums for both the Catalogue and our nonprofit partners.
- Partner with the Executive Director to manage team of PR and digital consultants.
- Manage opportunities to highlight the Catalogue and our nonprofit partners in the City Paper, the Washington Monthly, etc.
- Work with the Catalogue team to create marketing materials used to promote the Catalogue and its nonprofit partners.
- Spearhead and lead the Catalogue's Giving Tuesday campaign which raised over \$400k for our nonprofit partners in 2017.
- Work with Development Director to keep website content current and engaging.
- Produce a monthly electronic newsletter.
- Work with staff to write, edit and publish blog posts for the Catalogue that position us as thought leader for the nonprofit sector.
- Produce PSA's and short videos that promote the Catalogue and its partners.
- Maintain an electronic calendar of events and outbound communications.
- Assist nonprofit partners with their communication and marketing efforts and strategies, as needed.

Additional Qualifications

- Minimum of 3 years' experience in marketing/communications/public relations with demonstrated success
- Excellent written and verbal skills
- Proficiency using MailChimp, Google analytics, and WordPress
- Proficient using social media platforms
- Experience using Salesforce helpful.
- Graphic design experience helpful.
- Bachelors or Master's degree in journalism, marketing, or public relations preferred.

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: Commensurate with experience.

How to Apply:

Interested individuals should submit:

1. Cover letter (to include salary requirements),
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