



Position Announcement: *Communications and Nonprofit Programs Coordinator,
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 \$41 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 2018 alone, our marketing and communications outreach helped our partners raise over \$5.1 million.

The Communications and Nonprofit Programs Coordinator 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, as well as support our partners in a variety of ways. The individual in this position will play a crucial role in increasing the awareness of, and resources for, the Catalogue and our nonprofit partners.

For more information about the Catalogue, visit www.cfp-dc.org.

Communications and Nonprofit Programs Coordinator Role Summary:

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

The individual in this position reports directly to the Director of Community and Nonprofit Development and our Development Director on their work. Your work will split between programmatic support, managed by the Director of Community and Nonprofit Development, and communications work, managed by the 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:

- *Communication and Marketing: (50%)*
 - Implement and execute an annual communications and marketing plan that promotes the Catalogue and our nonprofit partners
 - Manage our social media efforts and implement the Catalogue’s broader strategy for online engagement
 - Build awareness by identifying opportunities to highlight the work of the Catalogue and our nonprofit partners to current stakeholders/donors and new audiences
 - Implement the Catalogue’s Giving Tuesday campaign which raised over \$300k for our nonprofit partners in 2018
 - Assist nonprofit partners with their communication and marketing efforts and strategies, as needed

- Analyze marketing and communication efforts to improve effectiveness and return on investment
- Manage media opportunities to highlight the Catalogue and our nonprofit partners, for example, in the City Paper, the Washington Monthly, etc.
- Work with the Catalogue team to create marketing materials used to promote the Catalogue and our nonprofit partners
- Keep website content current and engaging.
- *Research and Content Development: (20%)*
 - Work with the Director of Community and Nonprofit Development to decide on the content strategy for the Catalogue, then conduct research and design content as needed
 - Work across mediums to include online tools and resources, in-person workshops, and webinars
 - Conduct primary research and data analysis to support original research
- *Nonprofit Partner Support: (30%)*
 - Manage logistics of Catalogue programming, specifically the in-person workshops
 - Provide support for online Learning Commons portal customers
 - Manage the evaluation process for the Learning Commons
 - Manage the logistics and planning for the collaboration events for partners, include the annual orientation for new partners
 - Support the annual update process for partners

Minimum Qualifications

- Bachelor's degree in marketing, communications, public policy, psychology, or business preferred
- 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, Survey Gizmo, Salesforce, and Camtasia a plus
- Strong research skills and a basic understanding of the nonprofit sector

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: Salary will be commensurate with experience.

How to Apply:



CATALOGUE FOR
PHILANTHROPY

Interested individuals should submit:

1. Cover letter;
2. Resume; and
3. Writing sample

to Matt Gayer, Director of Community and Nonprofit Development, at mgayer@cfp-dc.org