

POSITION ANNOUNCEMENT DEVELOPMENT AND COMMUNICATIONS MANAGER

Job Type: Permanent Full Time

Full Time Equivalent: 1.0 FTE (40 hours/week), exempt

Reports to: Executive Director

Rate: \$60,000-\$65,000 (annually), depending on experience

Location: Madison or Milwaukee preferred but will consider locations anywhere in Wisconsin. Hybrid remote work (partial at-home and in-office) or fully remote work arrangements are possible, depending on location in relationship to a DRW office.

Application Instructions: Submit resume and cover letter (required), detailing your qualifications and experience as they relate to the minimum and preferred qualifications.

For priority consideration apply online at <http://www.disabilityrightswi.org/careers>

Application Deadline: Applications received by **5:00 p.m., Monday, May 23, 2022**, will receive priority consideration. Posting will remain open until filled.

Alternate formats of this Position Announcement are available upon request. Materials may be submitted in alternate formats if necessary.

What is DRW?

Disability Rights Wisconsin is the state's Protection and Advocacy system, charged with protecting the rights of individuals with disabilities and keeping them free from abuse and neglect. Employing a variety of means, our advocates and attorneys use individual casework and systems advocacy to achieve positive changes in the lives of people with disabilities and their families. We are seeking employees who value this work. In turn we treat our employees well, offering a supportive environment, talented colleagues, excellent benefits, and generous leave.

DRW arose out of a disability civil rights movement demanding that the abuse of people with disabilities end and that people with disabilities be included in life, school, workplaces, and communities. Our core values include Diversity, Dignity, Independence, Accessibility, Inclusion, Human Rights, and Liberation.

A diversity-based approach to disability rights recognizes the intersectional nature of oppression experienced by people with disabilities from underprivileged and underserved communities. We strive to create a welcoming and inclusive environment at DRW. We work to specifically address disability-related injustices at the intersections of disability and race, disability and gender, disability, and gender-based violence, and more.

Job Summary

The Development and Communications Manager (DCM) is a new position that will work closely with the Executive Director and engage the Board of Directors to design a development program intended to diversify DRW's funding to allow the expansion of services where needed, increase unrestricted dollars to meet program and organizational needs, and build a cash reserve. The position will also enhance DRW's identity by working with DRW staff to create compelling, professional, and consistent external communications and materials. Disability Rights Wisconsin (DRW) currently receives program support primarily through federal and state grants.

The DCM must possess outstanding written and verbal communication skills, with the ability to edit accurately and precisely; have the ability to convey succinct and compelling stories and messages; and must have excellent presentation skills. The DCM will manage development operations, including CRM, budgets, and gift processing. The DCM must be personable, organized, responsive, and able to meet fast moving and often competing timelines. This individual must have the incredible ability to balance great confidence and a high level of skill while simultaneously possess the capacity to receive and respond professionally, humbly, and creatively to feedback intended to improve the effectiveness of the program and its strategies.

Most importantly, the DCM must be passionate about DRW's mission and the intersectionality of disability and identity and must have the desire to bring critical resources to help DRW carry out its mission.

Key Responsibilities

1. Resource Development – 60%

- Work with the Executive Director to develop and implement a comprehensive annual fundraising plan that includes strategies and target goals, and that uses a range of effective methodologies.
- Create tracking and reporting mechanisms for the ED and Board of Directors.
- Work with admin staff to effectively use and manage the CRM database to keep up-to-date and meaningful information about DRW's campaigns and donors, and to use as a tool to communicate with donors.
- Create and monitor processes and workflows to acknowledge gifts and ensure donors feel appreciated and know that their contributions have meaningful impact. Work closely with ED to consider and strategize options and build a network of enthusiastic givers.
- Identify and cultivate donor prospects, involving ED and other staff and Board members as appropriate.
- Prepare donor engagement collateral, such as letters of inquiry/proposals, pitch decks, appeals, reports, and media and website posts.

- Seek, analyze, and cultivate funding opportunities, including relationships with representatives of foundations and partner agencies, and individual philanthropic prospects.
- Work with DRW's Board of Directors Fund Development Committee to train, coach and support the committee and Board members in resource development.
- Organize the annual The Big Share event (1st Tuesday in March) hosted by Community Shares of Wisconsin (CSW).
- Work collaboratively with CSW staff to maximize DRW's partnership with them and support CSW where possible.
- Manage and organize events, as well as seek sponsorships and in-kind services. Utilize Board members to expand resource and sponsorship opportunities for those events.
- Support Wisconsin Equal Justice Fund (WEJF) efforts to raise dollars for the 3 partner agencies. Collaborate with other civil legal service organizations, such as Legal Action of Wisconsin and Wisconsin Judicare, to find, cultivate, and benefit from additional funding opportunities.

2. Communications and Outreach – 30%

- Work with the Executive Director to develop and implement a comprehensive annual communication plan to enhance DRW's identity recognition, inform the public of important public policy news, and provide key information to constituents.
- Work with Board and staff to create a unique visual identity.
- Develop a style manual that ensures accessible communication and that creates consistency with all public-facing documents and electronic communications. Support all staff in using and complying with the style manual.
- Work with program staff to identify and develop stories that describe DRW's positive impact. Recognizing the personal agency of those who participate, work with former clients using an ethical, honest, trauma-informed, and person-centered approach to bring stories to life.
- Create photo, video and document libraries that can be used to communicate DRW's mission and/or used to develop funds.
- Work with appropriate staff to plan and execute social media postings and website content.
- Manage partnerships with media and press to ensure appropriate coverage of issues that are important to DRW and are sensitive and ethical in reporting on people with disabilities and the issues that impact them.

- Work with DRW's Public Policy Coordinator to effectively use communication tools, including CRM, to convey to legislators, public officials, and the public, about critical information. At times, these communications will require action and will be on tight timelines.
- Work with ED and Board to implement Board's Outreach Plan, intentionally reaching out to various constituencies throughout the state, including black, indigenous, and other people of color, non-native English speakers, immigrants, LGBTQIA+ and other people with disabilities with intersectional identities, to inform them of DRW's mission and what DRW offers, and to obtain public input that will inform the Protection & Advocacy system's priority setting.
- Create processes and workflows with appropriate staff to ensure timely responses to outreach or media requests. Help coach and prepare staff to respond to these requests if needed. Collaborate with outreach staff of all programs to intentionally reach out to various constituencies. Seek opportunities for outreach.
- Work with ED and appropriate staff to develop, design, and finalize outreach and other materials, such as impact reports and DRW's annual report. All materials must be accessible.

3. Staffing/Coordination of PAIMI (P&A for Individuals with Mental Illness) Advisory Council – 5%

- Take direction from PAIMI Grant Coordinator and PAC Chair to staff and organize the PAIMI Advisory Council (PAC): schedule meetings (3-4 per year); communicate with members; ensure materials are ready and posted; collect group feedback for the PAIMI grant coordinator.

4. MIPPA Outreach – 5%

- Coordinate the MIPPA grant (Medicare Improvements for Patients and Providers Act), supervised by the Medicare Part D Helpline Coordinator. Collaborate with Milwaukee Office Coordinator to prepare and post marketing and media items.

Qualifications

Required:

- Bachelor's degree in communications or marketing from an accredited college or university is preferred. The equivalent of 5 years of full-time experience working in a communications, development, or marketing position with fundraising responsibilities may be substituted for a college degree.
- Exceptional written and verbal communication skills, including the ability to write concisely, precisely, and compellingly; outstanding editing skills.
- Excellent organizational skills; able to manage multiple priorities and timelines.
- Able to work collaboratively with others, yet take initiative and work independently.

- Knowledge and commitment to the principles of disability rights.
- Travel throughout the state is an expectation of the position.
- Hours vary with occasional evening and weekend work.
- Experience/direct contact with persons of culturally diverse background.

Preferred:

- Direct experience with people with disabilities and challenges they face in leading a meaningful life of autonomy and self-determination.
- Experience using CRM databases.
- Experience with management of donation processes.
- Connections with donor communities and individuals.
- Connections with communities representing diversity.
- Experience working with media and press.
- Excellent skills in being interviewed and coaching others to prepare for interviews.
- Event management experience.
- Working knowledge and experience with social media, including its marketing potential and its pitfalls.

Benefits

Disability Rights Wisconsin places a high value on the well-being of our staff. We offer the following benefits for permanent employees working at least 20 hours per week: health, vision, dental, and life insurance; short- and long-term disability; 401(k) retirement savings plan with employer contribution, and flex spending plan. Paid time off includes generous holiday, vacation, personal and medical leave, as well as time for volunteering and voting.

A COVID-19 vaccine mandate is in place for all employees. A copy of the policy can be requested by emailing hr@drwi.org

EEO/AA | We're an equal opportunity employer. All applicants will be considered for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran, or disability status.