



MANA de San Diego's mission is to empower Latinas through education, leadership development, community service, and advocacy. The organization provides vital programs for Latinas to learn skills and access information that is not otherwise readily available. Its vast network of professional women coupled with meaningful and relevant programs focused on health and wellness, education, economic issues, and leadership, continues to propel Latinas toward success and to positively impact their families and communities.

Position Title: Communications and Donor Relations Manager  
Salary Range \$50,000- \$55,000

### **Job Summary:**

The Communications and Donor Relations Manager is a full-time position that reports to Executive Director (ED). This position is split into 50% Communications, 50% Donor Relations. The Communication and Donor Relations Manager is responsible for executing the organization's communications strategy. This Communications Manager is responsible to communicate MANA de San Diego's impact to a wide variety of audiences via the written word (website, social media, brochures). This position also handles media relations. The ideal candidate will possess a hybrid experience of communications, social media management, brand management, and marketing development to execute all programming and related campaigns.

The Donor Relations Manager provides comprehensive administrative assistance, with a focus on office and fundraising support, effective database management and donor stewardship efforts (acknowledgements, printed material inventory, prep materials for donor meetings). Paramount to this position is the ability to work with a high degree of independence, and juggle various projects at once, while maintaining a clear view of how each project supports the organization's mission.

### **Duties/Responsibilities:**

#### **Communications**

- Communicates MANASD's brand and initiatives efficiently and accurately via many channels (website, printed materials, social media, etc.).
- Designs and publishes marketing pieces utilizing emerging tools to help increase awareness of program areas.
- Coordinates communications efforts for special events.
- Crafts talking points and develops effective media strategies that may include press outreach, op-eds, and innovative social media.
- Works with staff to create, format, and distribute regular email newsletters.
- Leads efforts to continue sharpening social media presence as a way to engage supporters, build momentum and share success stories.
- Edits video and create shareable video content.
- Manages the organization's communications assets, including photo library, success stories, logo library, infographics, design files, print, and digital collateral.
- Provides assets to other team members as needed.
- Is the main proof reader and editor for the organization.

#### **Donor Relations**

- Works with ED to establish and manage information tracking processes regarding acknowledgement, recognition, on-going communications and continued cultivation of past and current donors and members to enhance their relationship with MANASD and increase the likelihood of continued contributions
- Maintain online profiles, including Charity Navigator and Guidestar
- Assist with final reports for grants and other writing needs.

- Attends internal and external meetings, and community events as required.
- Discovers donor companies' corporate social responsibility and/or workplace giving objectives, identify opportunities that align with MANASD's mission statement, and work with staff to create engagement initiatives and opportunities.
- Works with ED and Funds Development Chair to create solicitation and year-round engagement strategies to retain current and attract new donors
- Maintain physical donor communication materials and inventory of general development team supplies.
- Answer general development phone inquiries.
- Provide professional assistance and interaction with donors (via phone, computer and face-to-face).
- Provide support when acknowledging appropriate financial and in-kind donations by correspondence.
- Generates development reports from database (sponsors, major donors, individuals, lapsed donor, etc.).

### **Qualifications and Experience**

- Excellent written and oral communication skills that are effective with a diverse range of audiences including board members, volunteers, internal staff, donors, executives, potential funding partners and all constituencies.
- Experience with content creation software.
- Proven track record of running successful social media campaigns, and increasing subscribers and engagement.
- Demonstrated ability to increase productivity and continuously improve methods and approaches.
- Ability to analyze the effectiveness of all marketing and communications efforts.
- Ability to prioritize and lead multiple projects, activities, and actions with competing deadlines and levels of urgency.
- Self-motivated, accountable to goals and willingness to learn new techniques, ideas, and skills.
- Ability to convey a high degree of commitment and passion for mission of MANASD
- Ability to maintain a high level of confidentiality
- Understanding of philanthropy as it relates to the not-for-profit organization
- The ability to work independently and as part of a team; detail oriented, well organized, focused and goal oriented, with a high level of initiative and energy, as well as problem solving skills.
- Prior experience in a database management as well as knowledge of CRM database required; Experience with Neon preferred
- The knowledge and ability to create, execute and/or support, and oversee a comprehensive donor acknowledgement and recognition plan, including advising on complex and carefully orchestrated cultivation events and programs for the major donors.

### **Typical Working Conditions/Benefits:**

- Normal professional office setting. Willingness to work flexible hours, including some evening and weekends.
- Travel to Mana sponsored events: (Valid driver's license and vehicle insurance)
- Must be able to lift 15 pounds infrequently.
- Successful Background investigation is required.

### **Application process:**

Submit resume, three references and cover letter to:

MANA de San Diego  
 Email: [manasd@manasd.org](mailto:manasd@manasd.org)

Background check will be required of finalists.