



## Development & Communications Manager

**About The Second Step:** The Second Step (TSS) is a community of survivors, advocates, and volunteers who foster the safety, stability, and well-being of those who have experienced domestic violence. We provide comprehensive services, including safety planning, legal advocacy, counseling, peer support, transitional housing, and other essential services to adults, youth, and children in Greater Boston and MetroWest.

**Hours:** Full-time (40 hours/week) Monday through Friday. This position will work a flexible, hybrid schedule to be determined with the Director of Development. This is an exempt position. Work will be based out of TSS's administrative office located in Newtonville, MA. Free parking is available onsite and the office is within walking distance of public transportation.

**Essential Service:** The Second Step is considered an essential service organization. This position is designated as an essential employee who may be required to report to work during times when the Commonwealth declares a state of emergency or stay at home orders.

**Reports to:** Director of Development

**Primary Objectives:** The Development & Communications Manager is an integral part of the Development Team. This is a new position that we have created to meet our strategic goals to increase revenue from special events; to cultivate donors and community partners through small events and volunteer projects; and to increase public awareness of The Second Step through content shared through various communications channels and other marketing and public relations tactics.

**Duties and Responsibilities:** The Development & Communications Manager (DCM) will work as part of a small team whose primary priority is to raise \$1.3 million annually. The DCM will take over responsibility for planning and implementing our long-standing annual spring fundraiser and will work with the team and volunteers to develop several smaller cultivation events, a newer strategy for us as we emerge from the Covid era. The DCM will also work with the community to expand our presence at the Boston Marathon and to coordinate community volunteer projects. On the marketing side, the DCM will bring energy and creativity around TSS's communications efforts. This will include a steady and consistent stream of social media content; taking the lead on refreshing our website; updating our printed marketing materials; and working with agency leadership around speaking engagements and other potential public relations opportunities.

### Special Events

- Manage special events, including:
  - Annual spring fundraiser (under the guidance of the Assistant Director of Development)
  - Work with the Development Team and volunteers to plan several smaller parties/cultivation events to help cultivate donors and prospects
  - Maximize our participation at the Boston Marathon
- Act as a liaison for community partners and supporters hosting third party fundraisers and gift drives, ensure that donations of goods and services meet program needs. Typical drives include:



- Holiday gift drive
- Back to school gift drives
- Ongoing client needs
- Launch & coordinate "Community Meals" volunteer program. This program is a weekly meal donation to serve residents in our transitional shelters.
- Manage group volunteer projects, such as corporate volunteer days.

### Marketing

- Together with the Director of Development, craft holistic agency-wide strategy and tactics for communications and marketing. Take into consideration:
  - Our audiences
  - Our brand and message
  - What are our goals and how to we measure them?
- Manage TSS's ongoing communications calendar, ensuring a steady flow of content to our channels, which include:
  - Social media
  - Emails
  - Website
  - Print
- Generate communications content. When appropriate, partner with expert staff to create material.
- Work with Director of Development on website re-development
- Manage all print projects, including appeals, event invitations, brochures and other materials. Liaise with vendors to ensure that we meet timelines and adhere to budgets
- Develop modest public relations activities
- Update our informational print packets. Ensure that literature, informational and educational handouts are up to date.

**Qualifications:** Our highest priority is finding the best candidate for the job. Research has shown that people of color and women are less likely to apply for jobs if they don't believe they meet every one of the qualifications described in a job description. We encourage you to apply, even if you don't believe you meet every one of our described qualifications or you have a less traditional background.

- 3-5 years of experience working in events, marketing and/or related areas.
- Bachelor's degree or equivalent experience.
- Nonprofit experience is appreciated; a commitment to our mission is required.
- Ability to generate marketing content, including written, graphic and video
- Strong communication skills, including written, interpersonal, and presentation skills
- Experience with social media platforms
- Experience with Wordpress
- Comfort with light graphic design platforms like Canva
- Excellent written and verbal communication
- An overall understanding of domestic violence is helpful but not required



- Ability to organize and prioritize multiple projects and to manage competing priorities simultaneously & precisely
- Ability to thrive in both team and independent environments
- Enthusiastic, energetic, outgoing and positive
- Demonstrated commitment to valuing diversity and contributing to an inclusive working environment.
- Commitment to a social justice framework

**Requirements:**

- A strong commitment to The Second Step's mission and values
- CORI (Criminal Offender Record Inquiry) check upon offer of hire

**Salary and benefits:** TSS offers a competitive salary and benefits package to full-time employees. Salary for this position ranges between \$50,000-\$55,000 commensurate with experience; additional compensation for language skills, or other qualifications. Sign-on bonus paid out 50% at hiring, 50% after successful completion of 6 months of employment. Benefits include 3 weeks paid vacation, 13 paid holidays, 5 personal days, ample sick time, agency contribution to health and dental insurance, agency hosted 403(b) plan.

**Equal opportunity:** The Second Step actively seeks cultural and linguistic diversity in all programs. BIPOC, bilingual/bicultural candidates, survivors of domestic & sexual violence, and LGBTQ+ candidates are strongly encouraged to apply. The Second Step, Inc. is an affirmative action, equal opportunity employer.