

# LEGAL AID OF MARIN

## Development & Communications Manager

**About Legal Aid of Marin:** The mission of Legal Aid of Marin is to provide access to the civil justice system to low-income, vulnerable and otherwise underserved residents of Marin County. We strive for practical solutions to client problems through quality legal service. We believe every Marin resident, regardless of age, race, income or immigration status, deserves an opportunity for dignity and freedom from exploitation.

Legal Aid of Marin is a small and growing, team-oriented office that provides essential legal services to vulnerable members of the Marin community. Our successes include recovering wages for immigrant workers, advocating for and enforcing renter protections, protecting seniors from elder financial abuse, restoring driver's licenses and eliminating fines through the Marin Community Court program, and more. Our small staff works collaboratively, emphasizing community outreach in partnership with trusted service centers around the County. We practice community lawyering to serve Marin residents' civil legal needs.

**Job Title:** Development & Communications Manager

**Status:** Full time, exempt position (1.0 FTE). Part-time possible DOE. Monday-Friday, with occasional night and weekend events or meetings

**Reports To:** Executive Director

**Purpose:** To manage Legal Aid of Marin's Development and Communications Program to include annual giving, major gifts, planned giving, corporate and foundation grants, as well as fundraising events, in support of LAM's mission and strategic goals. To maintain Legal Aid of Marin's public profile including through website, newsletters, social media, development outreach, and other marketing. To perform other duties as assigned.

### **Essential Functions:**

#### **Funds Development Program**

- Manage the organization's Development Fund Development Program. In partnership with Executive Director, develop the annual Fund Development and Communication Plan. Implement fundraising strategies including major gifts, annual giving, planned giving, donor/volunteer relations, and fundraising events.
- Implement the annual giving program to current active donors; includes writing direct appeal letters with program staff and consultants as needed. Inspire donors and build relationships to maximize development opportunities.
- Cultivate and steward current major donors and develop the organization's major gift prospect list. Identify, engage and solicit individuals, families, foundations and corporations capable of making major gifts.
- Write, edit applications & reports, donor materials, annual report, newsletters & donor communications
- Manage/oversee events in close coordination with Operations Manager and Board events committees

- Support Board fund raising efforts and Board development committee
- Establish systems to review and ensure completeness and accuracy of donor data

### **Communications Program**

- Create and implement a communications strategy targeting key audiences in support of agency goals and strategic priorities
- Prepare reports and communications regarding activities, metrics and project outcomes
- Train and support staff, board and key volunteers in agency branding and messaging
- Actively maintain and develop relations with community media outlets and cultivate media interest in Legal Aid of Marin initiatives and activities
- Support Legal Aid of Marin staff to coordinate responses to media requests
- Manage digital marketing strategy, messaging and content
- Maintain and develop the Legal Aid of Marin website

### **The successful candidate will have some combination of the below qualifications:**

- 5-10 years of fund development and/or communications experience
- Experience working interdepartmentally and collaboratively with staff, board members, and volunteers
- High level of interpersonal skill including collaboration, coaching, delegation, and problem solving
- Knowledge and observance of ethical fundraising best practices
- Excellent written and verbal skills; strong attention to detail
- Demonstrated communication, leadership, and organizational skills
- Able to establish systems and protocols
- Able to maintain confidentiality
- Commitment to the mission and work of Legal Aid of Marin
- Enjoy a fast-paced, ever-changing environment
- A creative, can-do attitude, and a deep commitment to ensuring underserved populations succeed
- Intermediate-Advanced computer skills in Microsoft Office, Outlook, social media platforms, and Salesforce
- Able to transport throughout the County
- Bachelor's degree required; post-graduate degree preferred

**Compensation:** DOE. The position is budgeted at \$80,000 annually for full or part time DOE. Benefits include fifteen paid holidays; vacation leave; sick leave; health, dental and vision insurance; and retirement plan participation.

**To Apply:** Please send cover letter, resume, writing sample, and three references to: Vivian Alatorre, [valatorre@legalaidmarin.org](mailto:valatorre@legalaidmarin.org). Review of applications will begin immediately and continue until the position is filled. For fullest consideration, apply by August 7, 2020.

Legal Aid of Marin is committed to sustaining a diverse workplace and strongly encourages women, persons of color, LGBTQQI individuals, veterans, persons with disabilities, and persons from historically underrepresented groups to apply. We are an equal opportunity employer and refrain from discrimination based on race, color, religion, national origin, ancestry, gender, gender identity or expression, citizenship status, military or veteran status, or any other characteristic protected by law.