

LEGAL AID OF MARIN

Development & Communications Manager

San Rafael, CA

Remote Flexibility

The Mission

Legal Aid of Marin (legalaidmarin.org) provides 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 envision an inclusive Marin County with equal justice and opportunity for all. Legal Aid of Marin was founded in 1958 by local bar association members and celebrated its 60th year in 2018. In 2021, we estimate we will serve **more than 1,050 cases** including approximately 450 in housing, 200 in employment, 250 in the flagship Marin Community Court Program, 100 in holistic services/public benefits cases, and 50 in a new elder abuse program area. Legal Aid of Marin's operating budget is \$1.7 million with a staff of fifteen.

Our Impact

Legal Aid of Marin is a growing, team-oriented office. 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 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.

Summary

As the Development and Communications Manager, he/she/they will lead the development and communications program including annual giving, major gifts, planned giving, corporate and foundation grants, in support of Legal Aid of Marin's mission and strategic goals. The Manager will maintain Legal Aid of Marin's public profile including through website, newsletters, social media, development outreach, and other marketing. This position reports to the Executive Director.

Responsibilities include but are limited to the following:

Communications

- 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, mentor, 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.

Funds Development

- 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, and donor/volunteer relations.
- 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 and edit applications & reports, donor materials, annual report, newsletters & donor communications.
- Research grant opportunities and write grants for funding with the Executive Director.
- Manage events in close coordination with staff and Board events committees.
- Support Board fund raising efforts and Board development committee.
- In close coordination with staff, support systems to review and ensure completeness and accuracy of donor data.

Qualifications

The successful candidate will have some or all of the qualifications below:

- 3++ years of fund development and communications experience or related experience.
- 2++ years of grant writing experience.
- Demonstrated commitment to the mission and work of Legal Aid of Marin.
- Experience working interdepartmentally and collaboratively with staff, board members, and volunteers.
- High level of interpersonal skill including collaboration, coaching, and problem solving; demonstrated ability to interact skillfully with diverse stakeholders, including law firms, board members, potential funders, volunteers, fellow staff members, clients, and community-based organizations.
- Strong administrative skill in organizing work, entering and retrieving data, and reporting outcomes.

- Able to drive communications, working collaboratively by managing “up” and “across” a small, nimble organization.
- Knowledge and observance of ethical fundraising best practices; able to maintain confidentiality.
- Excellent written and oral skills; strong attention to detail.
- Demonstrated communication, leadership, and organizational skills.
- Able to establish systems and protocols.
- 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 enter and report data using Legal Aid of Marin’s database platforms.
- Able to work occasional evenings & weekends; able to travel throughout the County.
- Bachelor’s/post-graduate degree preferred.

Compensation

Salary is competitive and dependent upon experience. Benefits include fifteen paid holidays; vacation leave; sick leave; 100% employer-paid health, dental and vision insurance premiums for the employee; retirement plan participation; and after six months, employer contribution to retirement plan.

To Apply

Thank you for your interest in Legal Aid of Marin. Please send your cover letter and resume to Stacy Nelson & Associates-Leadership Search Partners at stacyn@stacy-nelson-and-associates.com. Review of applications will begin immediately and continue until the position is filled. Due to the number of applications, we will only be contacting candidates moving forward in the interviewing process.

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.