

Part-time Development and Communications Director

ReThink Energy Florida (REF) is a 501c3 non-profit dedicated to engaging, educating and empowering Floridians to take action and achieve a just transition to clean energy in a healthier, more sustainable environment through youth education, adult outreach and community organizing. Founded in 2010 as a reaction to the Deepwater Horizon oil spill, ReThink Energy Florida began having regularly paid staff in 2017.

The Development and Communications Director is a part-time position designed to move the organization to a new level of fiscal sustainability. This position will be a part of the senior leadership team and will help to guide the vision of the organization. This staff member manages all major gifts functions, including planned giving, donor engagement, fundraising campaigns, communications and marketing campaigns, and fundraising event coordination. The Development and Communications Director supervises a small team of paid staff, interns, and volunteers supporting communications and philanthropic programming. Along with the Executive Director, the Development and Communications Director supports the Board of Directors by staffing the Fundraising Committee.

Job Responsibilities:

Reporting to the Executive Director, you will be responsible for building a comprehensive fundraising, engagement, and communications program. You will be responsible for performing the following duties:

Development Duties

- Direct and manage a comprehensive annual fundraising program including new donor development, renewals and stewardship.
- Identify, cultivate, manage, solicit, and steward individual major donor prospects in collaboration with the Executive Director.
- Plan and implement donor cultivation and prospecting events including donor events, our annual Energy Ball, and donor letter requests, and more.
- Build, maintain, and nurture long-term relationships with individual, corporate and foundation donors.
- Manage annual grant calendar and prepare grant proposals to secure from foundations.
- Network and maintain regular correspondence with donors.
- Participate in budgeting and long-range planning in collaboration with the Executive Director, Senior Leadership and board of directors.
- Provide leadership to development and communications teams.
- Prepare and present regular reports on progress towards fundraising goals.
- Manage grant writing and identification of new grant opportunities.
- Manage competing priorities, training and delegating where appropriate.

Communications Duties

- Create marketing plan and strategy for the organization

- Managing Communications with supporters and potential supporters, including email list, social media, and mailers.
- Develop direct mail strategies to secure annual donations from current, lapsed, and nondonors.
- Build and sustain strong organization brand internally and externally; maintain integrity of brand and identity
- Oversee and provide vision for all institutional communications including annual report, collateral, videos, social media presence, etc.
- Develop social media marketing strategy and analyze key data points; shift strategy as necessary for efficacy
- Elevate ReThink Energy Florida's profile and brand through comprehensive strategies including relationships with key influencers and press
- Perform other duties as assigned

The Development and Communications Director is a 20-hour per week position which utilizes the full 20 hours. The position is for one year, with the potential for renewal based on funding availability and satisfactory performance.

While REF has an office in Tallahassee, the position is remote. A location based in Florida is strongly preferred, with a location in or near Tallahassee preferred as well. Some travel (15%), and some nights and weekends are required. The salary will be \$27-\$29,000, with quarterly reviews and an annual review for salary increase. The position is as an employee, with paid sick leave, holidays, and time off included, unless final candidate prefers a negotiated contract.

Qualifications/Skills:

- Proven understanding of basic fundraising principles and development best practices
- Strong prospect identification and qualification skills
- Excellent writing, editing, and proofreading ability
- Strong interpersonal, verbal communication, and presentation skills
- Excellent organizational and management skills, including a demonstrated ability to efficiently plan, organize, budget, and manage projects and events with limited direct supervision
- Team player with a strong work ethic and must lead by example with high regard to professionalism, integrity, and working with a sense of urgency
- Preferred understanding of environmental issues and concerns
- Strong ability to build relationships with both new and existing donors
- Ability to balance competing demands and flexibility to shift based on prioritized needs
- Excellent knowledge of MS Office and Google Drive/Docs/Spreadsheets
- Experience with online fundraising, email marketing, and internet research
- Strong preference for candidates who are passionate about our mission

Education and Experience Requirements:

- Bachelor's degree
- Master's degree preferred
- Minimum five years of fundraising or non-profit experience
- Previous management experience a plus
- Proven track record of meeting fundraising goals and securing major gifts

How to apply

REF is an equal opportunity employer and value diversity at our organization. We do not discriminate based on race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.

REF is committed to a diverse and inclusive workplace and welcomes candidates of diverse backgrounds and experience to apply, including people of color, women, LGBTQIA+, people with disabilities, and those with a non-traditional education.

Candidates who have most but not all of the qualifications are encouraged to apply.

To apply, please submit your resume along with a cover letter to admin@rethinkenergyflorida.org with subject: Development and Communications Director.