

**POSITION DESCRIPTION**  
**READ ALOUD WEST VIRGINIA**  
**Communications and Development Manager**  
**Charleston, WV**

**Read Aloud West Virginia** is a nonprofit organization dedicated to changing the literacy culture of West Virginia by keeping reading material in the hands and on the minds of our state's children. Motivation is the critical first step in developing any skill and Read Aloud works to motivate children to WANT to read. Our goal is to involve families, the medical community, businesses, civic groups and the society at large in cultivating a culture that places value on reading.

**We seek a Communications and Development Manager** to help grow our small, thriving nonprofit. This full-time staff member will report to our executive director and work closely with staff and volunteers to achieve Read Aloud West Virginia's mission through exceptional communications and development performance.

The ideal candidate will be a proactive self-starter, with excellent communication/writing skills, and capacity to manage multiple projects simultaneously. Although we will consider exceptional candidates without all the following qualifications, 2-3 years' experience in a development or communications role is preferred.

Read Aloud West Virginia is an equal opportunity employer offering a flexible work environment and compensation commensurate with experience.

**ESSENTIAL JOB FUNCTIONS**

**COMMUNICATIONS– shape, manage and drive the implementation of an effective outreach and communication campaign to educate and cultivate community support, including:**

- Work with executive director, staff and board members to develop and implement strategies to improve organizational visibility and public relations activities
- Manage creative production and distribution of all organizational communications, including news releases, emails, text, graphics, website updates, etc.
- Oversee production of newsletter, including editorial planning, scheduling, content development, contributor submissions, design and production
- Coordinate special events, including Annual Read Aloud West Virginia volunteer conference
- Prepare and oversee production of staff presentation media and materials
- Manage social network profiles including Facebook and Twitter, leading research and populating with relevant content

**DEVELOPMENT– shape, manage and drive the implementation of a successful fundraising strategy to support organizational and project development needs, including:**

- Oversee Annual Fund campaign, working with the executive director and Read Aloud West Virginia team to develop and execute consistent strategies to cultivate and grow donor base
- Work with Volunteer Committee to plan and execute Read Aloud West Virginia's major annual Fundraising Event (Read-a-Palooza)

- Assist executive director in drafting and editing proposals: manage the proposal development process, strategize on approach, track opportunities, manage timelines and provide follow-up
- Oversee donor administration activities, including use of Salesforce workflow management system to plan, implement and evaluate development programs and campaigns
- Coordinate drafting of donor reports, updates, invitations, thanks, and other materials
- Develop online fundraising strategies, campaigns and calls to action
- Implement and monitor metrics and analysis of online fundraising and constituent mobilization campaigns

## **QUALIFICATIONS**

- BA/BS Degree in Journalism, Communications, Marketing or related field
- Experience preferred in a professional, preferably non-profit, environment
- Exceptional writing and proofreading skills
- Demonstrated excellence in organizational skills and attention to detail; ability to help drive projects to completion and multi-task
- Basic Microsoft Office skills, familiarity with web site content management and similar tools
- Experience with Salesforce software a plus
- Demonstrated analytical and critical thinking skills. Ability to use good judgment, take initiative and make recommendations in resolving problems

## **PREFERRED CHARACTERISTICS**

- Eagerness to learn and contribute to a collaborative, tightly knit team
- Proactive and results driven, with a sense of urgency
- Self-starter, with ability to work independently and remotely in an unstructured environment
- Responsive to direction and feedback
- Ability to travel occasionally (less than 25% of time) to various West Virginia locations for meetings or events.

Read Aloud West Virginia is a lean organization, providing team members with flexibility in work scheduling and arrangements. As such, our team members may take on additional responsibilities as necessary, including administrative tasks, as they arise. An ideal candidate would thrive in a team environment focusing on “getting things done” and supporting the work of others.

## **HOW TO APPLY**

Email a cover letter and resume to [\*\*careers@readaloudwestvirginia.org\*\*](mailto:careers@readaloudwestvirginia.org).