

## **JOB DESCRIPTION**

**Title:** Development and Communications Associate  
**Reports to:** Chief Development Officer  
**Status:** Full-time

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### **JOB SUMMARY**

Reporting to the Chief Development Officer, the Development and Communications Associate will play an important role in growing the organization's individual and institutional giving programs, through targeted stewarding and print and digital communications efforts.

### **Duties and Responsibilities:**

- Responsible for creation of print and electronic communication materials including mailed appeal letters, newsletters, e-blasts, solicitation packets, and the organization's annual report, including drafting and design. Working with the Administrative Assistant, manages distribution of communications.
- Maintains website, including creating and editing content.
- Develops and executes social media campaigns to increase engagement, including content creation. Works with all departments to create compelling content and coordinate strategy across platforms.
- Maintains the donor database and mailing list, builds contact lists, generates reports, and ensures records are accurate and up-to-date.
- Uses digital communications analytics and giving history reports to recommend and produce targeted communications to donors and prospects.
- Analyzes campaign performance to find insights and help the department identify optimization tactics and adjustment to strategy.
- Drafts and distributes press releases. Develops and maintains relationships with local press.
- Assists with prospect research and tracks donor and prospect activities.
- Oversees fundraising and communications calendar to ensure projects remain on track and deadlines are met.
- Assists with fundraising events throughout the year.

### **Qualifications and Requirements:**

- Passion for nourish.NJ's mission
- A bachelor's degree. Graduate degree a plus.

- 2-4 years of relevant experience. Fundraising and/or digital communications experience a plus, but not necessary.
- Highly organized, detail-oriented, and resourceful.
- Solid understanding of CRM systems and constituent databases strongly preferred. Experience with Salesforce a plus.
- A self-starter with strong problem-solving capabilities.
- Comfortable working in a fast-paced environment and managing multiple pressing deadlines.
- Exceptional oral and written communication skills.
- Social media savvy.
- Proficiency in Microsoft Office Suite, particularly Excel.
- Experience with Firespring or Wordpress preferred, willingness to develop expertise required.
- Ability to interact professionally with staff, Board members, volunteers, and other related agencies

Interested candidates should forward a thoughtful cover letter, resume, and a writing sample of which the candidate is the principal author to [meganc@nourishnj.org](mailto:meganc@nourishnj.org).

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