



## **DEVELOPMENT & COMMUNICATIONS MANAGER**

### Position Description

#### **ORGANIZATION OVERVIEW**

Horizons at Carolina Day aims to reverse the trend of summer learning loss that adversely impacts the long-term success of students who are impacted by inequities. Horizons at Carolina Day, an affiliate of the nationally renowned Horizons program, is a public-private partnership that provides academic, cultural, and recreational summer programming designed to support students from under-resourced communities in realizing their full potential. The heart of Horizons is a six-week, equity-centered summer academic program that supports students in reading, writing, math, and science, paired with swimming lessons, field trips, sports, and enrichment activities in the performing and visual arts. The program also includes a year-round component featuring online tutoring, Saturday events, regular visits to schools, and communication with students' schools and teachers. The student/teacher ratio at Horizons is approximately 5:1.

The program begins in kindergarten and serves its students throughout their educational careers, helping them build skills and self-confidence and realize their full potential through a unique blend of academic, cultural, and recreational enrichment activities. Additionally, Horizons provides direct, individualized academic support and tutoring to its students throughout the year. Working in partnership with Horizons families, schools in Asheville and Buncombe County, and the host school, Horizons at Carolina Day School supports the whole child and offers activities that promote higher-level thinking and perspective, leadership development and boost self-efficacy – all while raising student aspirations and expectations for their lives.

Horizons will serve approximately 90 students in the summer of 2023, from kindergarten through sixth grade and will continue to grow through the development of middle school and high school programs. For more information about Horizons, please visit <https://www.horizonsatcarolinaday.org>.

#### **OUR COMMITMENT TO EQUITY, DIVERSITY, AND INCLUSION**

Horizons at Carolina Day strives to create an inclusive, affirming, and welcoming environment that allows all team members to thrive.

As an organization whose central purpose is to mitigate inequities in education, Horizons is strongly committed to Equity, Diversity, and Inclusion (EDI) in all forms, and we strongly denounce racism, sexism, and discrimination of any kind. Focus on EDI is central to Horizons National and our National Network, which actively engages in diverse and inclusive partnerships; representative councils and working groups; provides robust professional development opportunities; evaluates internal and external communications with an asset-based lens; and facilitates conversations across different communities to ensure that all Horizons voices are heard and represented.

Because of our Network-wide commitment to EDI, the ideal candidate for this role must be comfortable engaging in discussions, be self-reflective, and be willing to challenge themselves and others to learn and grow continuously.

## **POSITION SUMMARY**

The Development & Communications Manager will manage a dynamic and multi-modal development program that will support the continued growth and sustainability of Horizons at Carolina Day. This position will work to advance the current development program while also conceiving and implementing new fundraising and marketing strategies. This position will partner with the Executive Director and the Board of Directors while taking the lead on all fundraising and marketing activities.

## **POSITION STATUS**

Staff, part-time. This position involves collaborating in the office, located on the campus of Carolina Day School, taking meetings in-person off-campus, as well as virtual meetings. Flexible, remote work will also be possible for a portion of the hours. Approximately 60 to 80 hours per month.

## **COMPENSATION**

\$30 - \$35 per hour

## **RESPONSIBILITIES**

Horizons at Carolina Day School is seeking a Development & Communications Manager to develop and implement both existing and new fundraising programs, cultivate and enhance constituent relationships for Horizons at Carolina Day School, including but not limited to:

- Support and collaborate with the Executive Director across all aspects of development
- Communicate with individual donors through annual giving efforts such as email and social media campaigns as well as phone communications
- Supervise Horizons National Giving Day efforts through outreach, strategy, and social media
- Identify and cultivate major donors
- Create campaign and fundraising materials, analyze all fundraising results, and make recommendations to the ED and Board to increase reach, participation, and gift level
- Lead stewardship efforts for donor base
- Manage, supervise and lead special events oriented toward our donors during the year these include fundraisers, supporter's breakfast(s), visits to programming, and annual benefit.
- Collaborate with program director and teaching staff to set event schedules as needed
- Develop relationships with area businesses and corporations to build corporate giving program
- Represent Horizons at Carolina Day at community events and implement strategies to increase awareness and name recognition of Horizons throughout the community
- Develop and implement in collaboration with the board chairs and ED a targeted marketing strategy including print and social media to broaden donor base
- Update and manage donor database including updating all constituent information, producing mailing labels and lists, creating, and updating donor lists, and processing donations throughout the year and ticket sales for event
- Coordinate the gift acknowledgement process, ensuring all gifts and pledges are stewarded in a timely fashion; generate annual gift reminders
- Attend board meetings as requested
- Meet weekly with the Executive Director

## **QUALIFICATIONS**

### *Required*

- Passionate about Horizons at Carolina Day and its mission
- Excellent interpersonal skills, including discretion and good judgement
- Working knowledge of fundraising through all social media outlets
- Reliable, collaborative, and flexible
- Ability to relate effectively to a diverse community and to connect with Horizons' staff, volunteers, partners, consultants, board members, children, and parents
- Exceptional writing, proofreading, and graphic design skills
- Demonstrated excellence in time management, organizational skills, and attention to detail

- Ability to learn from feedback, handle multiple projects, work independently, and produce quality results on schedule
- Demonstrated ability with Microsoft Office, Google Apps, familiarity with database management
- 4-year college degree preferred
- 2+ year of experience in a marketing or communications or fundraising role

*Ideal*

- Experience in developing and organizing marketing and fundraising proposals for various audiences
- Experience working with various stakeholders to ensure mission alignment across marketing and fundraising efforts in nonprofit settings

**TO APPLY**

- 1) Please email a current resume to [jtracy@carolinaday.org](mailto:jtracy@carolinaday.org).
- 2) Please email as a .pdf attachment to an email or include in an email to [jtracy@carolinaday.org](mailto:jtracy@carolinaday.org) answers the following questions:
  - How would you develop relationships with our donor and sponsors to incorporate the value and promise of this program?
  - What elements of your professional experience align well with this role?
  - How would you diversify marketing campaigns to target various stakeholders?