

Gay-Straight Alliance Network Development & Communications Manager

Job Title: Development & Communications Manager

Reports To: Executive Director

Status: Full-time, Exempt

Salary: Salary commensurate with experience, plus generous benefits package including health, dental, vision, and retirement benefits

Organization

GSA Network was founded in 1998 and is dedicated to empowering lesbian, gay, bisexual, transgender, and straight student activists to fight homophobia and transphobia in schools. Led by youth and adults, GSA Network is a national leader in the safe schools movement. In California alone, GSA Network has increased the number of GSA clubs in middle schools and high schools from 40 to 850, has trained and empowered more than 10,000 student activists, and has won pioneering safe schools legislation. GSA Network has a budget of over \$1 million, with 14 staff in its San Francisco headquarters and two regional offices.

Position

GSA Network seeks a candidate who is eager to help us build upon and continue to grow our successful donor and communication programs. Based in our San Francisco office, the Development & Communications Manager will work very closely with the Executive Director, serve on the senior leadership team, and be responsible for supervising and working closely with a full-time Communications Coordinator. We seek a candidate who is eager to play a leadership role, partnering with the Executive Director, staff, board and youth activists, in building GSA Network's individual fundraising and communications capacity for the long-term benefit of LGBT youth and their allies in schools across the United States.

Principal Responsibilities

Development

- With Executive Director, create annual operating plans for individual fundraising and communications, including objectives, budgets, specific activities with timelines and benchmarks, and metrics for measuring success.
- Build a comprehensive program for donors at all giving levels, with particular attention to donors giving \$1,000+, including: prospect research and rating; cultivation, engagement, mail, email, telephone and in-person solicitation, stewardship, and recognition; and support for personal solicitations by the Executive Director and Board members.
- Build a diverse, integrated individual donor program that: builds stronger relationships with existing donors; increases the number of donors and their commitment to GSA Network; incorporates cutting-edge methods including social media and online fundraising; and utilizes our Board of Directors and their networks.
- Track new trends and opportunities in fundraising, including partnership opportunities.
- With board leaders, oversee fundraising events, including a large annual event and smaller donor cultivation events.
- Write and produce donor e-news, print newsletter, and other donor communications as needed, supervising graphic designers as needed.
- Assist in writing gift impact reports to donors.
- Respond to donor requests for information.
- Enter donation records in database (CiviCRM) and manage all donor-related data.
- Generate donation acknowledgement letters.
- Assist with corporate fundraising initiatives.

Communications

- Develop stories about GSA Network and get media coverage.
- Develop and maintain relationship with members of the media.
- Develop and distribute press releases, media advisories, blogs, and social media content.
- Create, update and maintain media lists and track media coverage.
- Assist Executive Director, staff, and youth with media relations.
- Identify and train spokespeople to represent GSA Network.
- Prepare talking points and collaborate with staff from partner organizations.
- Oversee GSA Network's social media accounts and increase strategic use of social media to meet our fundraising and communication goals.
- Serve as an editor, providing timely feedback to staff on their written communications.
- Monitor, oversee and strengthen GSA Network's brand.

Database and Website

- Oversee GSA Network's OpenSource database (CiviCRM) and website (Drupal).
- Work with program staff to create and organize web content; train and oversee staff's use of the website and integrated database as needed.
- Hire and manage database and website contractors as needed, including managing upgrades and changes.

Qualifications:

- At least three to five years experience in a nonprofit development office with an individual donor program.
- Excellent writing and strategic communication skills.
- Demonstrated experience building strong relationships with donors, constituents, and partners.
- Organizational and project management skills and experience.
- Highly intelligent, with the ability to think and act quickly and strategically.
- Proven ability to work with efficiency, flexibility, and good humor.
- Excellent attention to detail and accuracy.
- Ability to manage multiple priorities and projects effectively.
- Fluency, comfort, and familiarity with computers, websites, social media, and databases.
- Experience with CiviCRM and Drupal ideal.
- Demonstrated commitment to social justice, anti-oppression work, and LGBTQ rights.
- Demonstrated ability to work as part of a team and with people from a variety of different racial, ethnic, socioeconomic, educational, religious, sexual, gender, and generational backgrounds.

Application:

Send cover letter, resume, salary history and donor-related writing sample to jobsearch@gsanetwork.org or mail to: Job Search, GSA Network, 1550 Bryant Street #800, San Francisco, CA 94103.

Specify job title when applying; no phone calls or faxes please.

Only those applicants selected for an interview will receive a response.

Deadline for applications is June 10, 2011. You are encouraged to submit your application as soon as possible. The ideal start date is July 18, 2011.

Equal Opportunity Employer

GSA Network is an equal opportunity employer and encourages applications from youth, people of color, people of all sexual orientations and gender identities, and people with disabilities.