



THE ALIVENESS PROJECT POSITION DESCRIPTION

Development & Communications Manager

Who We Are: The Aliveness Project is a community center for people living with HIV. We serve around 2,000 folks annually, the majority of whom are low-income. The mission of the Aliveness Project is to link people living with HIV to resources for leading healthy, self-directed lives. Our primary objectives are to ensure that our members have access to:

- **Basic needs:** We provide meals, a food shelf, and medical nutrition therapy while our Case Management team helps provide access to healthcare and housing.
- **Community:** Our community center model provides a safe and supportive place for members to gather and build community.
- **Prevention:** We provide targeted outreach to communities disproportionately affected by HIV through education, awareness, and strategies for eliminating stigma.

Aliveness Project is an equal opportunity employer and is committed to building and maintaining a diverse staff that is representative of the communities we serve and live in. People of color, LGBTQ-identified individuals, and people from the local community are strongly encouraged to apply.

Position Summary: The primary goal of the Development & Communications Manager position is to support our External Relations department in achieving our fundraising and communications/marketing goals by leading our grants portfolio and our internal and external communications. This position will be a part of the External Relations Department, which currently consists of a Development Director, Events Manager, and Volunteer Coordinator. This position will manage our grants to foundations and government agencies and act as the managing editor for the Aliveness Project communication channels. This person is responsible for developing practices for storytelling that supports the dissemination and documentation of communities, calls to action, events/fundraising and stories from Aliveness communities via original content development. This person also extends Aliveness stories beyond owned media into the earned media space by building relationships with reporters and strategically pitching stories in key media networks.

Position responsibilities include, but are not limited to:

- 1. Lead all grant research, writing, and reporting to foundations and government agencies**
 - a. Manage our grant portfolio calendar to ensure the timely submission of all grants and reports
 - b. Work with program and finance staff to provide all needed stats and financial data to foundation funders
 - c. Conduct continuous grant prospecting using appropriate tools/resources
 - d. Collaborate with External Relations Director in submitting grant proposals
 - e. Build relationships with relevant program officers at foundations and government agencies
- 2. Lead all internal and external communications**
 - a. Manage all Aliveness Project social media accounts including posting, increasing engagement, developing and executing "follower-building" starts
 - b. Act as on-staff designer and execute in-house design projects

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- c. Lead and execute all Aliveness Project collateral projects
 - d. Provide ongoing design and creative support on in-house projects
 - e. Act as strategic visionary on Communications and Branding projects
 - f. Managing, planning, directing, controlling and implementing public relations strategy with an aggressive communications program in the media markets including social media with an emphasis on Aliveness Project programs, media advocacy and support for fundraising events
 - g. Providing consultation and training for board and staff to ensure effective implementation of communications initiatives; including the branding of Aliveness Project, Dining Out For Life and Red Ribbon Ride.
- 3. Coordinate with others in External Relations department to support individual giving, database administration, and volunteer recruitment.**
- a. Write, produce, and mail electronic and mailed appeal letter campaigns, including our End of Year Appeal and smaller appeals (i.e. Giving Tuesday, Give OUT Day, Pride-related appeals, etc.)
 - b. Support the Data Entry Specialist in gift entry, data management, and gift acknowledgement.
 - c. Steward recurring donors to ensure up-to-date credit card information and consistent donor engagement

Required Qualifications:

- Bachelor's degree in public relations, journalism, communications or a related field and a minimum of two years' experience, nonprofit experience a plus, as well as a portfolio of communications materials;
- Excellent written and oral communication skills, ability to handle multiple projects under deadlines, be detail and results-oriented;
- Demonstrative experience with creative design aspects related to website, social media and marketing;
- Ability to work with and collaborate with a diverse team;
- Demonstrated experience producing high quality graphic materials.

Preferred Qualifications:

- Experience writing about HIV/AIDS, social movements, LGBTQ+ rights and issues and people of color;
- Media relations experience, including media sponsorship negotiation and pitching to local TV, print and radio on an on-going basis.

Reporting Relationship: This position reports to the Director of Development.

Hours: 40 hours per week, Monday – Friday. Hours may include evening and weekend hours.

Salary: Salary range is \$45,000 - \$55,000, depending on experience. Benefits include health insurance, holidays and Paid Time Off (PTO) and 3% employer matched 401K. Full time benefits include medical insurance, dental insurance, vision insurance, life insurance, long-term disability insurance and free lunch.

To Apply: Send resume and cover letter in a single Word or PDF document to ddegan@kariskinnovation.com. No faxed or mailed materials.

Vaccination Requirement: Aliveness Project requires all employees to be fully vaccinated and

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boosted against the COVID-19 virus. All new employees are required to be either fully vaccinated, receive their first dose, or receive any recommended booster shots within 2 weeks of hire. Exceptions may be made for medical reasons and/or genuinely held religious beliefs.

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