



Fellowship Square

Position Title: External Relations Manager

Overview

Fellowship Square (FS) provides affordable housing and services to seniors. Our office is located in Reston, VA and we have four multi-family housing properties around Metro DC totaling 670 units for nearly 800 residents. Our properties are independent living environments though our focus is to help residents age-in-place by providing programs and services that help them achieve their own personal wellness goals. We are seeking an enthusiastic, competent, and resourceful External Relations Manager to add to our small and effective staff.

This person plays a significant role in improving and expanding Fellowship Square's network and brand image. The External Relations Manager is tasked with developing and cultivating long-lasting partnerships, donors and supporters. Along with creating and managing successful fundraising campaigns, the External Relations Manager will perform communications and marketing assignments that help to expand the presence and image of the organization. The External Relations Manager will serve as brand ambassador at community events; help to coordinate and plan the Fellowship Square Annual Meeting and other fundraising events; interface with vendors, volunteers, donors and others to promote Fellowship Square's mission.

The most appealing candidate will have the following characteristics:

- Highly organized, manages times efficiently
- Adapts to a fast-paced office environment with changing priorities
- Relates to people from a diverse background
- Exhibits strong interpersonal skills to manage key stakeholders
- Sincere, friendly, courteous
- Delivers quality customer service to residents and others
- Displays a "can-do" attitude
- Resourceful and makes good decisions
- Productive in the office as well as out of the office

Job responsibilities fall within the following program areas:

Fundraising and Event Planning

- Lead the production and planning of annual campaign and special appeal campaigns
- Create and manage a planned giving society
- Analyze giving trends and develop campaigns and events to generate new income
- Manage eTapestry database and input new and updated donor and prospect information
- Create and disseminate fundraising/donor reports as needed
- Generate thank you letters to all donors
- Develop and manage donor and volunteer recognition program including annual event(s)
- Lead the planning of the FS Annual Meeting and other fundraising events
- Conduct prospect research and grant writing; manage grant pipeline
- Provide administrative support to the PR/RD and Annual Meeting committees

- Manage consultants
- Meet specific fundraising goals; manage fundraising and event budgets
- Other fundraising and event responsibilities may be assigned

Marketing and Communications

- Develop and implement annual communications plan to promote FS, its mission and programs
- Develop and implement marketing plans for the Fellowship Square Annual Meeting and other events
- Promote Fellowship Square through community events; ensure availability of materials, signage; schedule staff and volunteers as needed to attend events
- Develop and implement social media strategy
- Write and manage production of FS eNewsletter
- Develop and produce annual report
- Oversee redesign of website; manage updates
- Assist with stakeholder surveys as needed
- Assist in development and production of collateral materials
- Manage consultants
- Manage communications/marketing budget
- Other marketing and communications responsibilities may be assigned

Education and Experience Required

A Bachelor's degree is preferred with a minimum of five years of demonstrated leadership in the nonprofit sector including a successful track record of fundraising and development. Experience in the housing or senior service field a plus.

Candidates should understand the nonprofit sector and be able to apply their experience and expertise to several categories listed in the job description. The ideal candidate has strong written and oral presentation skills. We are looking for someone who can work well in a collaborative environment yet is very much a self-starter that is able to make good decisions on their own. Candidates should be adept at time management and organization. The ability to develop and manage multiple projects from start to finish is necessary. Strong teamwork, ethical behavior, ability to quickly adjust to change, work under pressure, travel throughout the Washington DC area and deliver positive customer service for all stakeholders is required.

Proficiency in Microsoft Office is required. Experience with Constant Contact, eTapestry, SharePoint and WordPress are preferred.

Salary range is \$50,000 - \$60,000, commensurate with proven experience and results. FS offers a flexible work environment and many professional development opportunities. We offer a comprehensive benefits package, including health insurance, paid time off, and short-term/long-term disability, and life insurance.

To apply, please submit cover letter and resume to: info@fellowshipsquare.org. Learn more about FS at www.fellowshipsquare.org