



**City Kids Wilderness Project  
Director of Development and Communications**

**Position:** Director of Development and Communications (DoDC)

**Location:** Washington, DC

**Reports to:** Executive Director

**Salary Range:** \$85K - \$100K

**Company Description:** City Kids Wilderness Project is a nonprofit program founded (1996) on the belief that providing enriching life experiences for DC youth can enhance their lives, the lives of their families, and the greater community. We aim to provide extraordinary wilderness and community-based experiences that will inspire young people of Washington, DC to dream, broaden their horizons, and ultimately succeed in building a healthy, happy, and productive life. Programs take place throughout the year in and around Washington, D.C. and during the summer at our ranch in Jackson Hole, Wyoming. Youth enroll as sixth graders and continue their engagement with City Kids through middle school, high school and beyond. City Kids recently launched an expanded Alumni Program in 2020, serving 18-25 year old City Kids participants. The organization currently has a \$1.9M budget, a staff of 12 and will be launching a new strategic plan in the fall of 2022.

**Compensation:** City Kids is committing to investing in our talent because we believe it is directly correlated with our impact. We commit to a compensation model that is value-aligned, transparent, clear and benefits the total well-being of the employee, thereby making it possible for staff to thrive and grow at City Kids..

We are currently revamping our entire compensation policy to ensure we are honoring our compensation commitments and plan to be complete by Fall 2022. As part of this effort, we will have salary bands based on a clear set of criteria. We anticipate the salary for this role being on par with all of our Directors - between \$85K - \$100K, based on the tier you fall in.

In addition to the salary, this role will include a full benefits package which is also being revamped, but includes:

- Hybrid Remote/In Person Work for Office Based Employees
- Dental, Health, Vision, 100% covered for individual and ability to add family members for additional payroll deduction
- Optional Short Term and Long Term Disability
- 401K Administration and match
- 4 weeks PTO (increases with tenure at organization)

- 3+ "Rest & Rejuvenation" Office Closure Days
- Jury Duty, Vaccination and Bereavement Leave
- Allotted budget for individual professional development opportunities
- Variety of rewards and recognition events and opportunities
- Outdoor Retailer Discounts

**Position Summary:** City Kids is seeking an entrepreneurial, energized, and experienced Director of Development and Communications (DoDC) to join our leadership team and lead our dedicated development team in Washington, DC. The DoDC will lead the development and communications strategy for the organization and serve as a strategic organizational thought partner for the Executive Director and the rest of the Leadership Team. They will report to the Executive Director and will manage a team of two. This role is highly strategic and tactical, requiring the ability to think big while minding all the details. The DoDC must be a natural fundraiser with a keen understanding for development strategy and how to leverage story telling to achieve organizational goals. As an essential member of the City Kids leadership team, the DoDC will help to design and communicate organization-wide strategic priorities, identify best practices, and improve internal systems aligned with City Kids Diversity, Equity, Inclusion, and Justice (DEIJ) Statement of Beliefs and values. Additionally, the DoDC plays a critical role in sharing Development and other related organizational updates to the City Kids Board of Directors and other external stakeholders.

**Qualities of Successful Candidates:** The ideal candidate is eager to take the reins of a thriving and established development team and take it to new heights. City Kids will begin implementing a brand new strategic plan in the Fall of 2022, and this position will play a lead role in the organizational implementation of the plan, specifically related to goals tied to financial sustainability over the next three years. A successful candidate will be flexible yet confident in their understanding of development and external communications. They will have an interest in communicating the story of City Kids and the youth experience in an effort to meet the revenue goals of the organization and achieve the long term goals of the strategic plan. Other qualities of a successful candidate include the ability to find joy in their everyday experience at City Kids, remain flexible, yet innovative, in their thinking and show up prepared for the task at hand.

### **Key Responsibilities:**

#### **Organizational Management**

- *Organizational Management:* Play a key decision maker role in decision making processes related to all departments at the organization.
- *Leadership Team Participation:* Bring an organization-wide mindset to weekly leadership team meetings and other cross departmental conversations to help move decisions forward.
- *Program Team Collaboration:* Work closely with CKs two Program Directors to support program needs and develop cross departmental initiatives that achieve the goals of both departments and the organization at large.
- *Implementation of DEI Priorities:* Create strategies for, and implement key tasks of, the DEI Working Group and work with the other Directors to complete them.

#### **Design, Implementation and Oversight of the Development Department**

- *Strategic Plan Implementation:* Direct the development team in managing the implementation of City Kids' strategic plan.
- *Budget Creation:* Lead the creation of the annual development and communications budget.

Ensure adherence to budget.

- *Annual Development and Revenue Plan Creation:* Leverage Salesforce to annually create the organization's revenue strategy, and corresponding development plan, that will support the programmatic and budgetary needs of the organization and guide development activities.
- *Board of Directors:* Present departmental strategy and revenue metrics and goals to the board on a quarterly basis. Support the ED in board meeting preparation and execution. Meet and collaborate frequently with board leadership.
- *Cultivation Strategy Design:* Work with the team to design cultivation strategies and tasks for each individual and institutional donor in the CK database in an effort to successfully cultivate donors and secure organizational funding.
- *Major Donor Cultivation:* Conduct in-person cultivation of City Kids top 30 major donors (+\$5K) and work with the ED and the Development Manager to grow their giving. Work with the Development Manager to identify other current donors that should be cultivated as major donors and make efforts to grow their giving.
- *Other Individual Giving:* Manage the development team's effort to secure donations from all donors below \$5,000 through campaigns and individual donor meetings.
- *Grant Writing:* Manage, track and complete all annual grant applications and reports to City Kids foundation, corporate and government funders. Identify new sources of funding. Cultivate and grow existing partnerships through outreach and engagement.
- *Corporate Partnerships:* Manage existing partnerships with outdoor industry companies and identify new opportunities for co-branding and funding relationships.
- *Events:* Support strategy and logistics for CK events in Jackson and DC. Oversee team in their implementation.

#### **Design, Implementation and Oversight of Communication Efforts**

- *Annual Report:* Lead the content creation of CK's Annual Report, the organization's leading communications tool for its programmatic goals and financial achievements. Work closely with the organization's graphic designer to ensure an accurate and up to date story on the organization is conveyed through this publication and that it is produced in a timely manner that can be used during year end fundraising.
- *Social Media:* Work organization-wide to design and implement a social media calendar that touts the organization's programmatic successes, features youth and creates a messaging stream for the organization's needs, goals and achievements.
- *Newsletters:* Support content creation for the organization's quarterly donor newsletters.
- *Media Inquiries and Press Releases:* Field incoming media inquiries and work with the program team to successfully feature the program and its youth. Create press releases regarding organizational achievements and announcements, as needed.
- *Crisis Communications:* Work closely with the leadership team, in the event of a crisis, to draft initial communications that could be shared with the necessary stakeholders and serve as a main point of contact for internal and external inquiries, including from the media.
- *Website Management:* Work with CK's contract graphic designer to update the website as needed and leverage it as a tool for development and communications.

#### **Staff Management and Training**

- *Staff Management & Performance Review:* Directly supervise two dev/comms team members, and occasional consultants, to ensure that departmental goals are met. Establish and evaluate performance measures for staff and provide regular feedback / evaluations/ growth plans.
- *Positive Work Environment:* Create a motivating and rewarding environment that is

youth-centered, fun, collaborative, and engaging. Maintain an internal culture that upholds our Statement of Beliefs and reflects values such as respect, experiential learning, equity, inclusion.

- *Staff Training:* Foster an environment of continuous learning and feedback. Provides training and professional development opportunities for staff. Interest and experience in growing a development and communications team and its members.
- *Hiring & Onboarding:* This position will be immediately responsible for hiring and onboarding a Development and Communications Associate, a defined position that will support development and organizational communication needs at City Kids.

#### **Database and Systems Management**

- *Gift Processing and Acknowledgements:* Ensure that gift processing is timely and personalized and oversee the team's efforts to implement this activity.
- *Data Entry and Management:* Update Salesforce regularly to track outreach, revenue and cultivation strategies. Leverage Salesforce to define and drive revenue targets and ensure that data is clean and reporting correctly in the system.
- *Other Systems:* Update and leverage other departmental and organizational technology platforms including Asana, Mailchimp, and Give Lively.

#### **Knowledge, Skills & Abilities (Required):**

- Deep understanding of development planning, budget creation and cultivation strategies.
- Strong metrics/data mindset for goal setting and evaluation.
- Grant writing experience.
- Experience and comfort with working with and presenting to a board of directors.
- Desire to be a thought leader and ability to guide organizational strategy.
- Ability to translate programmatic needs into budgets, proposals, presentations and donor conversations.
- Natural ability to communicate with major donors and institutional funders verbally and via email.
- Keen ability for understanding next steps and how to implement them.
- Ability to communicate with external audiences via a variety of written and verbal mediums.
- Ability to learn and leverage the City Kids voice in all modes of communication.
- Ability to work and communicate effectively with program youth and alumni.
- Experience cultivating corporate donor relationships and partnership creation and corporate and foundation research.
- Experience with designing and executing events.
- Experience fielding donor outreach and inquiries.
- Strong writing capabilities and ability to be a constant learner in terms of City Kids language and youth voice.
- Understanding of how to leverage a website to communicate with external audiences.
- Understanding of how to leverage social media and guide the organization to use it.
- Experience with Annual Report content creation and design.
- Understanding of how to leverage programmatic metrics in donor reports and other external communications.
- Experience with, and commitment to CRM- ideally Salesforce.
- Ability to appropriately manage and maintain documents and files.
- Experience overseeing gift processing and acknowledgements.
- Flexible, entrepreneurial spirit with demonstrated project management ability.
- A personal commitment to and understanding of City Kids' mission and values.

- A youth-centered, fun, collaborative and creative approach and spirit to the work
- Project management skills with a determination to exceed expectations.
- Ability to communicate effectively at all levels internally and externally.
- Methodical and able to simultaneously manage a high level of detail across multiple projects.
- Ability to understand, appreciate, and interact with people from cultures or belief systems different from one's own.
- Awareness of one's own worldview, power, and privilege. An understanding of systemic and institutionalized racism and proactive approach to reverse its impact. Professional and/or personal experience in helping teams engage around Diversity, Equity, and Inclusion.

**Experience:**

- 10 years of development and or communications experience.
- 5-7 years of experience leading a development team or process either in a nonprofit or consulting environment.
- 2-3 years of grant writing experience.
- Experience as a member of a Leadership Team.
- Experience working in a CRM database- ideally Salesforce.

**Other Qualifications and Attributes:**

- Demonstrated capacity to work independently without close oversight, while also operating as a team player in a flexible, creative, and evolving environment.
- Passion for organizations serving youth and love of the outdoors.
- A personal commitment to and deep understanding of City Kids' mission and demonstrated skills in cultural competence and a commitment to social justice.
- Salesforce, Mailchimp, Asana, and Canva experience is a plus.
- Energetic, flexible, and able to thrive in a collaborative, evolving environment.
- Availability to work some evenings and weekends, with minimal travel in support of CKWP programs and events.
- Interest in cultivating a culture of philanthropy at an organization.
- Experience with capital campaigns.

**Work Commitment.** Ideally this candidate is based in Washington, DC, or has the ability to be present in DC for donor meetings, team building and staff management 1-2 days a week. Occasional work on weekends and evenings during the school year. Occasional availability for in-person and on-site incident response and on-call duty during DC-based programming and trips. Biannual travel to Jackson, WY for events, fundraising and summer camp exposure.

**Salary and Benefits.** Salary Range is between \$85K-\$100K. Salary commensurate with experience and position responsibilities as well as other positions at City Kids. 20 days PTO in the first year, paid holidays, rest days, employer paid medical, dental, and vision plan, access to 401K services, access to employee paid short-term disability, long-term disability, and life insurance, and on-going professional development opportunities.

**Hiring Process and Timeline.** Interested candidates should send a cover letter, resume and personal work sample (successful grant or corporate partnership proposal or development plan) to [katie@citykidsdc.org](mailto:katie@citykidsdc.org). Please write "Director of Development and Communications" in the subject line. Only applicants who follow this process will be vetted. No direct calls please.

Phone screens will be performed on a rolling basis, and interviews will be scheduled in May. City Kids values recommendations and questions from a range of stakeholders during the hiring process, and applicants can expect interviews with staff and youth. We will also request a brief work sample. Target start date is June 2022.