

**National Farm Worker Ministry**  
**Position Description**  
**Date: October 2013**

**Position Title:** Communication and Development Director  
**Reports To:** Executive Director  
**Dept. & Office Location:** National Office  
**FLSA & Work Hours:** Full-time exempt salaried  
**Benefit Eligibility:** Employee benefit eligible  
**Supervises:** YAYA Communication staff, Webmaster Consultant

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**Position Summary:**

National Farm Worker Ministry, a progressive faith-based nonprofit, seeks a full-time Communications and Development Director in their National Office in Raleigh, NC. The Communications and Development Director is responsible for developing and accomplishing the communication strategies for NFWM which provides information and action opportunities for faith communities to engage in farm worker justice issues. The Communication and Development Director is also responsible, with the Executive Director, for designing an annual development strategy and fundraising plan, and implementing online, individual and major donor activities.

**Responsibilities:**

*Communications (45% FTE)*

1. Develops and leads the implementation of an organization-wide communications plan, creating a consistent, effective and communicable branding strategy for NFWM and NFWM initiated campaigns.
2. Coordinates national education, action and worship resources and works with program staff in creating field-based resources (updates, design and production).
3. Manages the NFWM website, including developing and updating website design and content.
4. Manages electronic communications and social media outreach, including Facebook and Twitter.
5. Manages publication of NFWM newsletter, annual report, brochures, and other printed communication materials.
6. Provides consistent engagement and outreach to NFWM constituencies.
7. Cultivates secular and religious media relationships; identifies story ideas and events; writes or procures articles for member organization publications, letters to the editor, etc; assists in capacity-building on media for other staff.
8. Facilitates staff and Board of Directors participation in communications activities and assures quality control of publications.
9. Provides measurement reporting in relation to communication activities for strategy plan goals.
10. Supervises activities of the Webmaster.

*Development (45% FTE)*

1. With the Executive Director designs and implements an annual development strategy and plan.
2. Manages the individual donor program, building and maintaining membership base.
3. Assists the Executive Director with developing and managing a major donor program.
4. Develops compelling messaging and materials for all fundraising activities.
5. Develops and manages on-line fundraising strategies.
6. Works with Executive Director to integrate grassroots fundraising throughout all of NFWM's organizing work.
7. Provides status reporting on the development plan to the Board annually and as requested.

Performs other duties as assigned by supervisor (10%).

**Essential/Required Skills, Knowledge, & Ability (SKAs):**

- At least 2 years relevant experience in communications and development
- Bachelor's degree, preferably in communications, fund development or related field

- Excellent writing, editorial, verbal and analytical communications skills
- Professional experience with social media outreach, and messaging
- Experience in social justice arena or within faith communities
- Willing to travel frequently
- Ability to work with others and as part of a national team
- Ability to relate to people of diverse cultures and faiths
- Passion for social justice issues and commitment to NFWM mission
- Able to adapt to changing work situations and needs; flexible, positive attitude

**Additional:** Desired SKAs (Not Requirements for Candidate Application)

- Basic photography skills a plus.
- Fluency in Spanish, written and oral, desirable.

**Physical Demands & Work Environment:** Ability travel often, ability to join in marches and rallies, endure heat in fields during camp visits, etc.