



Position Title: Development Associate, Communications
Date Revised: February 2019
Department: Advancement
Exemption: Non Exempt
Supervisor: Senior Vice President, Advancement

Job Summary

The Development Associate, Communications will provide key support to the New England Center and Home for Veterans Advancement Department, particularly in the areas of social media, e-communications, design, and marketing. The Development Associate, Communications will work to support fundraising, and other aspects of development, as well as various communications needs. The Associate is responsible for working to develop targeted content and design for external donor communications, while providing some general support to the Advancement Department as directed by the Senior Vice President, Advancement.

Primary Responsibilities

- Implement creative production and distribution of regular external emails, develop text and graphics templates, managing interface with our website. Develop and produce other communication pieces as needed.
- Develop some professionally-designed donor-centered collateral consistent with NECHV's visual identity.
- Update and manage website content, adhering to consistent communications and messaging strategy as per Center protocols, agenda, and aims.
- Monitor social network profiles including Facebook and Twitter, leading research and populating with relevant content.
- Coordinate and ensure consistent coverage of social media streams with interactions on all platforms used by the Center.
- Work with staff to develop and implement strategies to improve organizational visibility and public relations activities.
- Provide support for signature events and work closely with the Director of Events including event promotion, design on invitations, program book, signage and other materials needed.
- Provide other types of support to the Advancement Department when needed, including helping with major events, meetings and other activities.

Education and Experience

- Bachelor's degree and a minimum of 1-2 years of experience in marketing, communications, fundraising, and/or or related transferable experience, required.
- Proficiency in Microsoft Office applications, such as Word, Outlook, PowerPoint, and Excel, required.
- Experience with Adobe Creative Suite, required.
- Experience with WordPress or a similar platform, required.



- Experience working on various social media platforms, preferred.
- Knowledge of Mail Chimp or other email platforms.
- Familiarity with Google Ads and Facebook Ads.
- Strong written and verbal skills.
- Demonstrated excellence in organizational skills and attention to detail; ability to help drive projects to completion and multi-task.

Skills and Essential Functions

- Ability to set and achieve goals; and to understand the NECHV mission and effectively communicate it to the public.
- Ability to work effectively in a complex, dynamic and sophisticated organization.
- Must be highly organized, detail-oriented and efficient.
- Must maintain a professional and tactful demeanor and have a strong and tenacious work ethic.
- Must be collaborative, conscientious, and results-oriented.
- Must be a dedicated team player and comfortable working in an open, highly collaborative, diverse environment with the willingness and desire to learn and grow within the organization.