



## **Development & Communication Specialist**

Idaho Walk Bike Alliance seeks a lover of bicycling, walking, and all modes of active transportation who willingly puts the car in the garage and travels in a non-polluting, endorphin raising, and healthy for you and your community way. We seek an energetic, well-organized, and goal-oriented person to serve as our leader on development and communication. We seek a team player who loves to raise financial resources for great causes and share all things non-motorized with our members, followers, and even those who are non-believers. You will be a fierce champion at the local and state levels to create better transportation systems throughout Idaho. This is a unique opportunity to grow the resource base for Idaho's largest bicycling and walking membership group at a time when our members look to us to achieve more than ever before. This position is based in Boise, Idaho.

### **General Summary**

Plans, coordinates, and implements development, fundraising, event planning, social media / member outreach, communication and donor management activities. Duties include major donor cultivation, moves management, grant research and writing, developing and tracking monthly appeals, fundraising event organization, volunteer management, all social media, member communication and promoting planned gifts.

### **Duties and Responsibilities**

#### *Donor management*

- Develop strategies and techniques for continual expansion and cultivation of prospective donors through giving programs with an emphasis on growth of donations.
- Work with the Executive Director to seek out and facilitate major donor meeting opportunities.
- Establish and implement donor recognition programs, including thank you calls and letters, the annual report and Idaho Walk Bike Alliance website.
- Make direct asks to donors or donor prospects, where appropriate.

### *Grant research and solicitation*

- Coordinate grant research with Executive Director and submit proposals for special funding from private and public funding entities.
- Track progress on project work related to grants and oversee / participate in preparation of reports.

### *Planned Giving and Campaigns*

- Promote legacy giving, solicit and manage estate gifts
- Take on a primary role in special fundraising campaigns, such as social media-based fundraising efforts for specific projects
- Create a capital campaign to support an Idaho Walk Bike Alliance endowment.

### *Supervisory and internal responsibilities*

- Attend regular team meetings.
- Maintain a positive and energetic working relationship with Board members, staff and volunteers.
- Oversee CRM database management and updates.

### *Communication Expectations*

- Responsible for website maintenance, two printed newsletters, monthly email newsletters, Silver Linings virtual gatherings and all social media content.
- All platforms (website, newsletters – print and electronic, social media, advertising) must be audited for consistency and user friendliness.
- Track and analyze our impact, adjust as necessary to grow numbers of followers and members.
- Create powerful stories to share with the public to educate, inform and advocate through our communication tools.

### **Knowledge, Skills, and Abilities**

Outstanding interpersonal and management skills. Excellent team player; enjoys working with others to achieve great outcomes. Fearless in their desire to commit to non-motorized transportation and explain why to others. Relishes raising financial resources for good causes. Strong communication skills, both verbal and written. Outstanding ability to write clearly and concisely for various audiences -- from members to philanthropists. Understands and knows how to work with databases. Well-organized with great time management skills. Unquestionable commitment to setting and meeting goals. Personally enthusiastic about active mobility of all kinds.

## **Education and Experience**

Completion of a four-year degree program from a college or university is preferable but not required. Experience in fundraising is a big plus. Special note will be made of candidate's experience working with mission-driven non-profit organizations. Of course, attention will be paid to candidate's commute mode.

Working knowledge of Salesforce, Wordpress, Mailchimp, Qgiv, Canva not necessary but definitely a plus because these are the platforms in which we operate.

## **Compensation and Workplace**

The position will be competitively compensated based on applicant experience. Individual will be eligible for paid time off for holidays, vacation and sick leave after a six-month probation period. We have a wonderful office in downtown Boise but will work with staff to work remotely part of the time if they choose. Idaho Walk Bike Alliance is an equal opportunity employer.

## **Application**

Please submit a resume, cover letter, and writing sample to [info@idahowalkbike.org](mailto:info@idahowalkbike.org). The writing sample will preferably be something related to fundraising activities, such as a short grant proposal, a solicitation letter or appeal, or an annual report with a focus on donors. Also, please talk about how our mission encourages you to actively travel and how you would explain that to someone a generation other than your own.

*Application deadline:* The position is open until filled. We will begin reviewing resumes and requesting interviews on May 24, 2021.

## ***About Idaho Walk Bike Alliance***

Idaho Walk Bike Alliance (IWBA) promotes active transportation as healthy, safe, and reliable for all Idahoans. As the only statewide nonprofit organization working to improve safety on roadways for non-motorized users and representing 450+ individuals, organizations, cities and advocacy groups from all over Idaho, it envisions an Idaho known for its active, vibrant, healthy and economically strong communities. With directors throughout Idaho, it works to ensure towns, particularly rural ones, and local bicycle and pedestrian advocacy organizations get the money, support and technical infrastructure design assistance they need.