



Job Title: Director of Development and Communications

Location: Washington, D.C. Area (Hybrid)

Company: Farmworker Justice

About Us:

Farmworker Justice (“FJ”) is a national non-profit organization dedicated to empowering farmworkers to improve immigration policy, wages and working conditions, occupational safety, health and access to justice. FJ engages in legislative and administrative advocacy, public education, capacity-building of community-based organizations, and impact litigation, frequently in collaboration with other organizations. Due to our limited funding and the need for financial efficiency, we are seeking a Director of Development and Communications to manage fundraising activities and overall communications strategy.

Job Description:

The position would report directly to the Chief Executive Officer of Farmworker Justice and serve as an integral member of the senior management team. The Director of Development and Communications will be responsible for Farmworker Justice development and communication strategy and will contribute to FJ’s strategic planning process. The role is split as follows – 75-80% development duties and the remainder of communications duties. This position will supervise the current Communications Specialist.

Regarding development, the Director, in partnership with the CEO and VP of Strategy and Programs, will be responsible for fundraising and development activities. The successful candidate will help forge new relationships to build FJ’s visibility, impact, and financial resources. The Director of Development and Communications will design and implement a comprehensive plan for developing key external alliances by cultivating individual and philanthropic support. The Director will be responsible for establishing and implementing the infrastructure needed to grow FJ’s budget through the solicitation of major gifts, federal grants, and corporate and foundation support.

Regarding Communications, the Director will manage communications activities that promote, enhance, and protect the organization’s brand reputation, and will be responsible for the development, integration, and implementation of a broad range of public relations activities relative to the strategic direction and positioning of the organization and its leadership. This individual will need to build relationships with the media to advance FJ’s position with relevant constituents, as well as to drive broader awareness and donor support for the organization. The director will be responsible for FJ’s varied and integrated communications products and services including newsletters, print publications, online communications, media, and public relations.

Responsibilities

- Support and partner with the CEO on all major fundraising initiatives and collaborate with the CEO to develop and implement FJ’s financial strategy.
- Raise \$1,000,000 in non-federal revenue and increase unrestricted funding by 50%.
- In consultation with the CEO develop a multi-year fundraising strategic plan which includes a feasibility study, goal setting, a campaign infrastructure, prospect research, gift acceptance, and donor recognition policies, integrating an annual appeal and special events.
- Develop written materials for prospect packets, mailings, and brochures, including response mechanisms.
- Have primary responsibility for the development and execution of corporate, and foundation proposals and support efforts with government proposals; write and archive all proposals with a long-term relationship-management approach.
- Monitor and report regularly to grantors, in collaboration with lead staff and Director of Finance & Operations.
- Conduct research funding sources and trends, with foresight, to help position FJ ahead of major funding changes or trends.



- Monitor all donor information; and develop and implement a stewardship program aimed at cultivating deeper ties with donors.
- Oversee development consultant/agency and ensure all fundraising work is aligned within the organization.
- Monitor and report regularly to the CEO on the progress of the development goals.
- Provide strategic counsel and deliverables that increase the brand and visibility of FJ and CEO leadership using earned media and other vehicles; cultivate and deepen relationships with media focused on our issue areas.
- Assist the CEO and FJ leadership team with talking points and other materials as necessary.
- Expand storytelling by lifting the stories and narratives of farmworkers and advocates for website content and media pitching.
- In collaboration with policy leads, draft statements, press releases, LTEs, opinion editorials in response to policy and regulatory actions, studies, media coverage, and government reports regarding farmworkers.
- Develop a booking memo regarding FJ and its issue experts.
- Oversee the communications specialist with the following:
 - The coordination and tracking of all media interviews with outlets and spokespeople; the creation and maintenance of a national and state media list and strategy; the cultivation of media lists with traditional journalists and influencers; ensure the digital team is tracking social media engagement/hits
- Other duties as assigned.

Qualifications

- Bachelor's degree in journalism, communications, or related field is required, an advanced degree is preferred
- 10-plus years of professional experience in a nonprofit organization; demonstrated ability in managing and forging relationships with multiple donor sources
- Excellent communication skills, both written and oral; ability to influence and engage a wide range of donors and build long-term relationships
- Strong organizational skills
- Flexible and adaptable style; a leader who can positively impact both strategic and tactical fundraising initiatives
- Ability to work both independently without close oversight, but also a team player who will productively engage with others at varying levels of seniority
- High energy and passion for FJ's mission is essential
- Ability to construct, articulate, and implement annual strategic development plan
- Strong organizational and time management skills with exceptional attention to detail
- A professional and resourceful style; the ability to work independently and as a team player, to take initiative, and to manage multiple tasks and projects at a time
- Demonstrated skill and comfort in proactively building relationships with top tier reporters and editors, and in successfully positioning subject matter with the media to achieve placements
- Experience in managing a comprehensive strategic communication, media relations, and marketing program to advance an organization's mission and goals
- Creative and thoughtful on how new media technologies can be utilized
- Experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, and other print publications and directories
- Innovative thinker, with a track record for translating strategic thinking into action plans and output
- Excellent judgment and creative problem-solving skills, including negotiation and conflict-resolution skills
- Superior management skills; ability to influence and engage direct and indirect reports and peers
- Spanish proficiency preferred



Benefits:

- The salary range for this position is \$100,000 - \$110,000 based on experience. This is a full-time, out-of-unit, exempt position based in the DC area. This position is a hybrid position.
- FJ offers a generous benefits package, including health insurance, dental insurance, generous PTO and paid holidays, and a 403b retirement program.

Position open until filled. Interested applicants, please email a cover letter and resume to yrodriguez@farmworkerjustice.org, with the subject line: "Director of Development and Communications".

Farmworker Justice is an equal opportunity employer. We value diversity and are committed to fostering an inclusive workplace where all employees can thrive. All qualified candidates are encouraged to apply. Information about our organization is available at www.farmworkerjustice.org.