



Position: Communications & Development Associate

Direct Manager: Operations & Communications Manager

Status & Location: Full-time, 35 hours/week

Hybrid role (in our Detroit office approx. 2 days per week)

About InsideOut Literary Arts:

Through InsideOut's creative writing programs, students are inspired and equipped to think critically, create bravely, and share their voices with the world. We provide students in elementary, middle and high school with opportunities for self-expression, mentoring, academic support, and a platform to be heard. Since 1995, we have served 75,000 students and counting. At this crucial time in Detroit's history, we provide youth with the creative tools to build the city and world they want to live in.

Joining the InsideOut Literary Team:

We are writers, artists, educators, community activists, and more who share a passion for access to arts education and the power of youth voice. Our team culture of creativity, equity, growth, and community center all that we do. We promote a healthy work-life balance and are continually working to improve our structures that support our team members as whole people in their everyday lives outside of work.

Why We Need You:

We are seeking a multi-talented Communications & Development Associate to support communications across InsideOut's varied audiences. The Communications & Development Associate will have demonstrated success in using written and visual communications to help an organization/business meet its strategic goals. Candidates should have 2+ years experience in communications, familiarity with industry trends, and using analytics to measure goals so they can hit the ground running. This position is based in Metro Detroit.

In recent years, InsideOut has expanded into new schools and districts, as well as growing its community programming and events. The Communications & Development Associate will join the Operations & Communications Manager, Development Manager, and Executive Director to form an Advancement Team that makes our mission sustainable and irresistible. The Communications & Development Associate will significantly increase organizational capacity to align our communications and fundraising work into a cohesive whole.

To grow our capacity for messaging strategy and content development, the Communications & Development Associate will create effective written and visual communications for InsideOut's multiple audiences across platforms, whether on social media, email newsletters, or mailed fundraising appeals. In addition to original content creation, the Communications & Development Associate will take on essential administrative tasks such as scheduling content, monitoring analytics, and entering donations in the donor database. The Communications and Development Associate will also support communications and logistics for fundraising and signature programming events.

Job Responsibilities include:

- 1. Support organizational communications efforts including website, email, and social media - 60%**
 - a. Coordinate InsideOut's social media efforts and email newsletters, from assisting with drafting copy to scheduling posts. Engage with followers and relevant organizations across platforms to increase audience engagement.
 - b. Create digital and print graphics as well as some video to support communications efforts across the organization.
 - c. Maintain and update organizational website including blog posts, events, news, and edits as directed.
 - d. Create quarterly communications reports noting trends, successes, challenges, and adjustments.
 - e. Conduct research as directed to execute platform and workflow improvements and offer feedback for further growth (e.g. social media trends, ad placement).

- 2. Support fundraising communications efforts including donor communications, appeals, and sponsorship as directed by Development Manager - 20%**
 - a. In coordination with Development Manager, plan, draft, and execute bi-monthly donor e-newsletter.
 - b. Support fundraising appeals, donor campaigns, and solicitation materials, including designing materials and managing logistics for online and mailed appeals.
 - c. Support funder communications from solicitation through recognition and impact reports. Plan and track all corporate and funder recognition throughout grant/sponsorship periods.
 - d. Collaborate with Development Manager to explore current and possible new initiatives that honor donors as a unique audience.

- 3. Support fundraising administration and donor database management - 15%**
 - a. Manage donation tracking in donor database to ensure clean, accurate and updated donor records. Prepare and send donor tax acknowledgements.
 - b. Prepare donor database reports and execute data update projects as directed by Development Manager.

- 4. Support fundraising and programming events - 5%**
 - a. With Development Manager and Operations & Communications Manager assist with planning for fundraising events, including attendee communications, event logistics (reserving event space, catering, run of show, etc.) and event reporting.
 - b. Solicit in-kind donations for fundraising and/or other events.
 - c. Support signature programming event logistics such as volunteer recruitment and on-site staffing (3-6 annually).



What we're looking for in a candidate:

Qualifications

2+ years professional communications experience
Excellent verbal and written communication skills
Excellent attention to detail
Strong visual sense - experience with Canva or other graphic design program
Persistence and strong follow-through skills when working with all stakeholders
Ability to manage various timelines and multiple projects effectively
Flexibility and positivity when working in a fast-paced environment

Preferred

Video editing experience
Some fundraising experience

Salary: \$45,000-50,000 commensurate with experience
Benefits include generous paid time off, health insurance, a retirement plan, and a paid sabbatical period after 7 years of full-time service.

To apply for this position, submit resume, cover letter, and work sample through the [Google Form Application](#) by June 16, 2024. Interviews will take place in July and August. The goal start date for this position is September 3, 2024. Finalist candidates will be contacted for an interview. No calls, please.

InsideOut Literary Arts is an Equal Opportunity Employer. We value and seek diversity in our team.