Southern Echo, Inc.

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EMPOWERMENT
ACCOUNTABILITY
TRUTHTELLING
FIGHTING RACISM
TRAINING
ASSISTANCE

Board of Directors

KIMBERLYN GALVIN
Sunflower County Parent & Student Org.
Sunflower County, MS

TANYA GARDUNO
Southwest Workers Union
Bexar County, TX

LAVINA GRANDON,
Rural Community Alliance
Everton, AR

MARVIN HAIRE
Delta Research & Cultural Institute, MVSU
Leflore County, MS

GREG JOHNSON
Southern Echo, Inc.
Holmes County, MS

MICHAEL MONTOYA
SouthWest Organizing Project
Bernalillo County, NM

JOYCE PARKER
Concerned Citizens for a Better Greenville
Washington County, MS

KAMEISHA SMITH
Nollie Jenkins Family Center
Holmes County, MS

JERRY WILSON
Attorney at Law
DeKalb County, GA

ALFONZO WHITE
Action Communication & Education Reform, Inc.
Montgomery County, MS

Staff

HOLLIS WATKINS, *President*

LEROY JOHNSON, *Director*

BRENDA HYDE, *Assistant Director*

MICHAEL SAYER, *Senior Organizer and Training Coordinator*

HELEN JOHNSON, *Education Coordinator*

RACHEL MAYES, *Finance Coord. and Office Administrator*

DIANNA FREELON-FOSTER, *Field Organizer*

BETTY PETTY, *Senior Organizer*

JANAS SAULSBERRY, *Field Organizer*

MARILYN YOUNG, *Field Organizer*

CONSTANCE HARVEY-BURWELL, *Field Organizer*

GREG JOHNSON
Resource Dev. & Communications

CATHERINE JENKINS, *Office Staff*

Student Interns

KAHLIL JOHNSON

ANTOINETTE MCKAY
Jackson State University

June 19, 2015

RE: JOB ANNOUNCEMENT
Director of Development and Communications

Southern Echo seeks a capable, professional, and enthusiastic Director of Development and Communications to lead the organization's fundraising and external communications strategies and initiatives. Southern Echo is in a phase of ambitious growth, and the Director of Development and Communications will be afforded ample occasion to think creatively and to apply his or her experience and talents in a fast-paced, stimulating environment. The Director of Development and Communications will report directly to, and work closely with, the Executive Director and other Team members, and often will work directly with the Southern Echo Board of Directors.

This is an ideal opportunity for an individual who is:

- A skilled writer, as funding proposal and report writing will be chief among the Director's responsibilities;
- An accomplished, intentional, and organized project manager;
- Familiar with current communications, marketing, and branding best practices; and
- Independent and capable of performing his or her job functions with limited supervision.

JOB FUNCTIONS

Development/Fundraising

While the Director will maintain both development and communications responsibilities, revenue generated will be the Director's paramount priority.

- Work closely with the Executive Director, Board of Directors, Development Committee, and staff to assess fundraising needs as determined by organizational and programmatic strategic plan goals, annual plan priorities, and operating needs
- Research, prepare, and submit grant proposals and reports to existing and potential funders
- Develop, supervise, and implement all resource development programs and projects, including: foundation and corporate grants; high-net worth (HNW) individual donations and multi-year major gifts; government funding;

mail and online donations; special events; and mailed appeals to existing and potential donors, including Southern Echo's Spring and Fall/Winter Appeal
- Research grant opportunities toward expanding Southern Echo's funding pipeline
- Oversee the efficient and effective implementation of data management systems and fundraising records for all fundraising activities, primarily through the use of Southern Echo's database
- Cultivate and maintain new and existing funding relationships, and manage the involvement of the Executive Director and Board members in solicitation and donor stewardship processes.

Communications
- Prepare and publish compelling communications materials for consumption by donors and other stakeholders – including the Southern Echo Annual Report, regular electronic newsletters; brochures; one- and multi-page Program summaries customized to various audiences; talking points for the Executive Director and Board members; and website content
- Manage and maintain Southern Echo's social media accounts (e.g., Facebook and Twitter), and conceive and implement strategy for the creative and productive use of such media toward communicating with donors and other stakeholders and toward raising Southern Echo's community profile
- Manage and maintain, and efficiently and effectively utilize, Southern Echo's database, Constant Contact (e.g. for use in email "blasts" of newsletters and other communications materials)
- Supervise Southern Echo's staff in the management of event planning and related materials preparation and logistical coordination (including identifying and inviting the participation of honorees, panel moderators, spokespersons, and other event attendees)
- Monitor and update Southern Echo's website as necessary, and coordinate with Team members on website content revisions and with outside vendors on website technical adjustments.

Internal Communications and Board of Directors Support
- Provide updates and make presentations to the Board of Directors regarding development and communications programs, strategies, and results
- Participate in Board meetings, Development committee meetings, and other key organizational functions as required

Skills and Qualifications
- Four or more years of nonprofit or applicable business experience, with at least three years of demonstrated success in fundraising and grant proposal and report writing (experience with event planning/implementation and marketing a plus)
- Communications, marketing, and branding skills and experience
- *Excellent writing skills*
- Excellent priority management skills, with the ability to anticipate logistical and other challenges in a deadline-intensive and fast-paced environment
- Very organized and attentive to detail, with the ability to prioritize effectively
- Motivated and self-directed, with the ability to work independently – while at the same time keeping the Executive Director apprised of any special requirements or challenges
- Excellent oral and interpersonal communications, organizational, problem-solving, and critical thinking skills

- Versatile, entrepreneurial, agile, creative, and resourceful – with a "can-do/will-do" attitude and a strong work ethic
- A facility with donor database and other software use and management; and with social media (e.g., Facebook, Twitter, etc.) as fundraising, communications, and marketing tools
- The ability to portray programmatic results and outcomes (i.e., in fundraising and communications materials) in a creative, crisp, and compelling manner
- The ability to recognize development/fundraising opportunities and proactively pursue them, especially in the context of specifically-identified organizational needs
- A team player approach to work and professional relationships – accessible and reliable, with a willingness to work collaboratively with Southern Echo's Executive Director, other Team members, Board members, and external stakeholders, and generally to "pitch in" as needed
- The ability to maintain grace (and flexibility) under pressure, while meeting multiple concurrent deadlines
- A desire for straightforward, transparent communication, and an appreciation of (and willingness to contribute to) a "feedback" organizational culture
- A sense of humor

Salary commensurate with experience. Health and Dental Insurance provided. Generous Personal and Sick Leave.

HOW TO APPLY

Interested Applicants should submit a cover letter, résumé, two (2) writing samples between 5-7 pages, and three (3) references to info@southernecho.org. Calls may be addressed to Leroy Johnson, Executive Director, or Brenda Hyde, Assistant Director at 601-982-6400.