



## Position Description

<b>Job Title:</b>	<b>Data and Communications Specialist</b>
<b>Department:</b>	<b>Advancement</b>
<b>Reports To:</b>	<b>Vice President of Advancement</b>
<b>FLSA Status:</b>	<b>Exempt, full time (40 hours per week)</b>
<b>Effective:</b>	<b>November 2024</b>
<b>Pay Range:</b>	<b>\$40,000-\$61,000</b>

### SUMMARY

The Data and Communications Strategist is a key member of the team who champions the donor management system. This position is also responsible for maintaining the integrity and promoting the ICCF brand through marketing, communications and event planning.

ICCF Community Homes is the oldest nonprofit affordable housing developer in Michigan. We envision a vibrant West Michigan with connected neighbors, housing justice and abundant opportunity. ICCF believes all people deserve safe, beautiful affordable housing. We serve over 2000 people each year with affordable housing options and supportive services. Our mission is Equitable Opportunity, Affordable Homes, Thriving Neighborhoods.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

### Database Management

- Manage donor database and associated programs. Conduct regular maintenance and updates. Track purchased database services.
- Train Advancement staff on the database and associated programs and serve as an in-house resource. Support the Advancement Assistant in updating the online donation form, acknowledgement modules, and reporting queries.
- In coordination with the Volunteer Coordinator, regularly implement data cleaning and transfers between VolunteerHub and Raiser's Edge.
- Use ResearchPoint to create prospect lists for Advancement staff. Work with the Fund Development team to build the queries they need.
- Correct duplicates and bad data that remain from the previous databases. Put in place procedures to prevent bad data in the future in order to have a robust understanding of our donors and volunteers.
- Perform research and analysis of data.

### Marketing and Communications

- Draft and edit key written and electronic notifications for the organization such as press releases, major donor letters, targeted mailings and others as assigned.
- Manage annual calendar of department projects and campaigns. Create and manage deadlines. Work with Annual Fund Manager, outside agencies, and other Advancement staff to implement campaigns.
- Serve as print project manager with marketing agency and printers to critique and approve printed communication materials as produced, delivered and mailed in a timely manner.
- With outside agency, manage social media messages and media mentions.
- Assist the VP of Advancement and external vendors in creating meaningful videos for the organization.
- Manage internal messaging document and branding guide. Train new staff and board members on branding and messaging. Serve as a resource for other departments.
- Track ICCF's current published brochures and resources and regularly update. Manage inventory redesign.
- Manage website updates.
- Lead marketing meetings.

### **Event Management**

- Assist Advancement team in scheduling and planning of fundraising or volunteer events.
- Assist with planning for large-scale events.

### **Other**

- Support the VP of Advancement in special projects, as needed.
- Other duties as assigned.

### **JOB REQUIREMENTS:**

#### **Education**

- Bachelor's degree or equivalent combination of education and experience.

#### **Experience**

- 3-5 years development experience in a nonprofit or corporate setting.
- Advanced experience with Raiser's Edge, Salesforce or other donor database systems.

#### **Functional/Technical Knowledge, Skills & Abilities Required**

- Competence in data entry, account reconciliation, and Microsoft Excel.
- Ability to troubleshoot analysis and results.
- Maintain complete confidentiality regarding all department and donor information.
- Possess a valid Michigan driver's license.
- Strong focus on written and verbal communication skills.
- Knowledge of maintaining websites and other social media.

**Mathematical Skills**

- Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent.

**Physical Demands**

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this job, the employee is regularly required to talk or hear.
- The employee frequently is required to stand; walk; sit; and use hands to finger, handle, or feel.
- The employee is occasionally required to reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds.

**SUPERVISORY RESPONSIBILITIES**

This job has no supervisory responsibilities.

**WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually quiet.

Please submit your resume to [hr@iccf.org](mailto:hr@iccf.org). ICCF is an EEO employer.