



Development Manager
Reach Out and Read Washington

For almost three decades, pediatricians and other pediatric primary care practitioners across the United States have been partnering with **Reach Out and Read (ROR)** to advance the healthy development of the children (birth aged through five years old) who visit their offices. Our simple model of “prescribing books” brings more than 4.7 million children in contact with rich opportunities to learn and grow each year. By partnering with doctors’ offices, we connect with children and families early to stimulate brain development and foster the foundations needed for long-term success. We aim to support all families and children but because we are serving nearly one-quarter of children living in poverty, our work can help combat the effects of income inequality and close the opportunity gap.

Reach Out and Read Washington works throughout the state of Washington to currently serve 130,000 children through 260,000 well-child visits and 244 program sites that leverage over 2,000 volunteer medical providers and staff.

THE POSITION

Reporting to the Reach Out and Read Washington Executive Director and working closely with Washington and National Center colleagues, the Development Manager is a valued team member who plays an essential role in supporting sustainability and amplifying the visibility of Reach Out and Read across Washington.

As an ideal candidate for this role, you are an experienced, results-oriented professional who is eager to lead efforts to secure and sustain revenue and communicate effectively with external partners and the public to raise the profile of Reach Out and Read’s work in Washington. You are a strategic, savvy, and effective champion for the organization and its initiatives, identifying opportunities, building relationships, and establishing strong partnerships. Your prior experience obtaining and managing grants from corporate and foundation funders and familiarity with other areas of non-profit fundraising such as individual giving, major gifts, sponsorships, and/or government contracts will serve you well in this role as the main multi-functional development professional for the region. As the Development Manager, you will need to apply creative and strategic thinking; learn new skills, content, and technology; adapt to an evolving and growing organization; and work as an effective team member with remote colleagues in a virtual working environment.

This position requires some travel and does leave flexibility for remote work. Specific schedules and travel plans will be determined in partnership with the Executive Director. It is anticipated that travel will be approximately 30% time throughout Washington, plus attendance at one to two national meetings per year is required. Note that currently Reach Out and Read is under fully remote working conditions until further notice, given the COVID-19 pandemic, and anticipated 30% travel throughout Washington would be after remote working conditions are lifted.

KEY RESPONSIBILITIES

Note: percentages indicate anticipated time allocation, emphasizing current regional priorities in fundraising.

Corporate and Foundation Funding (50%)

- Create and manage a multi-year grants solicitation pipeline and schedule.
- Manage all grants through their full lifecycle from writing compelling proposals (adapting organizationally adapted narratives) through final reporting.
- Maintain and deepen existing foundation and corporate relationships.
- Meet with funders, conduct presentations, and share organization mission and impact externally.
- Manage workplace giving and combined fund campaign participation.
- Identify prospects and secure new foundation and corporate supporters.

Individual Donors and Major Gifts (15%)

- Collaborate with the Executive Director, National Director of Individual Giving, and National Major Gifts Officer to implement the Washington individual giving program.
- Partner with National Center teams to create and distribute donor communications.

Partnership Development (15%)

- Collaborate with the Program Team to host site visits with foundation program officers, corporate representatives, donors, state agency staff, and legislators.
- Partner with the Program Director to generate stories, quotations, videos, and other testimonial content from program sites and families served. Manage, organize, and refresh site-generated content. Ensure compelling content is shared with the National Center.
- Provide technical assistance to sites to support the development of local supporters and donors.
- Help support the work of the Washington Advisory Board and the Washington Medical Director.
- Support the Executive Director's work with public funders, as requested.

Communications and Publications (20%)

- Develop and implement an integrated strategic communications plan, including media and social media strategies to advance awareness of Reach Out and Read in Washington.
- Cultivate and enhance meaningful relationships with targeted, high-level external audiences, and increase the visibility of our program across key stakeholder audiences.
- Align ROR Washington communications with Reach Out and Read's key messages, value proposition, strategies and initiatives, and overall brand.
- Write, produce, and coordinate guest authors for communications such as newsletters, overview documents, and social media posts for electronic and paper distribution.
- Use software such as Constant Contact, Piktochart, Canva, and other key online tools to create and produce content.
- Manage media relations to generate publicity and overall awareness for the organization.

QUALIFICATIONS & MINDSET

There are innumerable ways to learn, grow and excel professionally. We respect this when we review applications and take a broad look at the experience of each applicant. We want to get to know you and the unique strengths you will bring to the work. We are most likely to be interested in your candidacy if you can demonstrate the majority of the qualifications and experiences listed below:

- 5+ years of fundraising experience with progressively increasing levels of responsibility, including a successful track record of writing/obtaining grants awarded \$50,000+ and obtaining multi-year funding.
- Familiarity with more than one sub-field (in addition to grant writing or grants management) within development such as corporate sponsorships, individual giving, major gifts, or public funding.
- Experience creating effective external communications to partners and supporters.
- Technology savvy individual with strong skills using platforms such as Microsoft Office, Salesforce, individual giving software, online design software (such as Canva or Piktochart), and online email marketing services (such as Constant Contact, Robly, or similar). Aptitude and drive to learn new software and systems.
- Strong interpersonal communications skills, including effective small group speaking experience
- Self-motivated, independent worker who functions effectively in a “virtual” work environment, while being an enthusiastic, collaborative team member committed to shared success
- Demonstrated success cultivating and sustaining partnerships and relationships
- Excellent verbal and written communications skills, including strong editing skills
- Ability to prioritize multiple tasks and meet deadlines

COMPENSATION & BENEFITS

This is a 40 hour/week, exempt position, based in Washington. The target salary for this position is \$65,000 with a robust benefits package. ROR offers medical and dental insurance, 401(k) retirement plan with match, paid vacation, and more.

To Apply: Please email a cover letter and resume, with the subject line “Development Manager Application” to washington@reachoutandread.org.

-----**EQUAL OPPORTUNITY EMPLOYER**-----

Reach Out and Read is an equal opportunity employer and does not discriminate on the basis of sex, race, color, religion, sexual orientation, national origin, cultural heritage, ancestry, political belief, age, marital status, pregnancy, physical or mental disability or veteran status. Reach out and Read is compliant with the American with Disabilities Act and we are committed to making special accommodations for your interview or work as a member of our team. If specific accommodations are needed, please notify hr@reachoutandread.org and we will work to accommodate your needs.