

## **Development & Communications Associate**

### **POSITION SUMMARY:**

The Development & Communications Associate supports the Cape Verdean Association of Boston (CVAB) by coordinating and executing administrative and development-related activities in partnership with the contracted vendor (i.e. NEKO). This role focuses on marketing, communications, volunteer recruitment & coordination, private donor cultivation, and tracking/reporting systems to strengthen CVAB’s fundraising and community engagement efforts.

The Development & Communications Associate serves as an internal liaison to ensure smooth implementation of development strategies and alignment between CVAB leadership and NEKO.

### **REPORTS TO: President and CEO**

### **COLLABORATION AND LIAISON WITH PARTNERING VENDOR:**

- Meet regularly with vendor contacts (i.e. NEKO) as needed
- Ensure consistent and ongoing communication with vendor (i.e. NEKO)

### **WEB, MARKETING, AND COMMUNICATIONS:**

- Collaborate with NEKO to plan and implement marketing campaigns that promote CVAB programs, events, and fundraising initiatives.
- Coordinate content development for: social media platforms; website updates and blog posts; email newsletters; and event promotions
- Ensure brand consistency across all communication channels.
- Lead development of marketing calendars and campaign timelines.
- Track engagement metrics and prepare summary reports.

### **SOCIAL MEDIA AND WEB CONTENT MANAGEMENT**

- Work with NEKO to develop and schedule social media content.
- Gather stories, photos, and testimonials from programs and participants.
- Monitor social media engagement and respond to inquiries as appropriate.
- Coordinate website updates, ensuring content remains current and accurate.
- Support basic SEO and digital visibility efforts.

#### VOLUNTEER RECRUITMENT & COORDINATION

- Develop and implement volunteer recruitment strategies.
- Maintain and update volunteer databases via the Little Green Light (LGL) platform.
- Coordinate volunteer onboarding, scheduling, and communication.
- Track volunteer hours and participation.
- Assist in volunteer recognition initiatives.
- Prepare volunteer engagement and impact reports.

#### PRIVATE DONOR CULTIVATION AND STEWARDSHIP

- Support implementation of donor cultivation strategies in collaboration with NEKO and CVAB leadership.
- Maintain accurate donor records and contribution tracking.
- Assist in drafting donor communications, acknowledgments, and stewardship materials.
- Coordinate donor follow-up activities and relationship management.
- Support planning and execution of donor-focused events or campaigns.
- Generate donor reports, including giving trends and engagement metrics.

#### EVENT AND SPONSORSHIP COORDINATION

- Oversee dissemination of promotional event information to community via social media, web, and flyers
- Integrate visual collateral (i.e. images, visuals, and video) from web and social media into event outreach and invites
- Coordinate sponsorship plans and develop sponsorship packets for event outreach
- Maintain updated event landing pages for signature CVAB events

#### DATA TRACKING, REPORTING, AND ADMINISTRATIVE SUPPORT

- Maintain centralized systems for tracking: volunteers; individual donors; and campaign performance
- Prepare monthly and quarterly reports on marketing, fundraising, and volunteer activity.
- Ensure data integrity and compliance with privacy policies
- Provide administrative coordination between CVAB and NEKO.
- Support grant-related reporting as needed.

#### OTHER DUTIES:

- Participate in the training /professional development programs of staff (i.e. in region and agency wide)
- Other duties as needed

#### **REQUIRED QUALIFICATIONS:**

The Development & Communications Associate will be thoroughly committed to CVAB's mission. All candidates should have proven experience with leadership, writing, and personal initiative. Concrete demonstrable experience and other qualifications include:

- Associate's Degree
- Skills for organization and calendar management
- Strong ability to clearly and effectively communicate ideas verbally and in written format

- Experience with project coordination
- Experience working with community resources, and familiarity with Boston community being served
- Experience working with community residents across language and cultural difference
- Interpersonal skills and ability to work cooperatively with others

**PREFERRED QUALIFICATIONS:**

- Bachelor's Degree
- Experience working within multiple cultural contexts
- Past experience working in Dorchester, specifically the Bowdoin-Geneva communities

**COMPENSATION:**

- Pay rate is \$30-\$35 per hour; for full time schedule (i.e. 35 hours of work per week).