



Position Announcement: Development & Communications Senior Manager

About WestSide Baby:

WestSide Baby (WSB) envisions a day when every child is equipped with the basic items they need to grow into healthy, happy, and resilient members of our community. In partnership with our community, we provide essential items to local children in need by collecting and distributing diapers, clothing, and equipment. Grounded in the values of humanity, intentionality and resilience, our work focuses on community partnerships, advocacy, and distribution of diapers and other essential items.

Founded in 2001, WestSide Baby is a 501(c)(3) organization and a proud member of the National Diaper Bank Network. WestSide Baby meets the basic needs of children to promote safety, security, and healthy development.

WestSide Baby operates a diaper bank, distributing over 2 million diapers per year to families in need throughout Western King County. We also receive donations from the community for essential items appropriate for children ages 0-12, including clothing, toys, books, bottles, formula, car seats, pack 'n plays, and high chairs. Staff and volunteers carefully check and sort donations and distribute them directly to 100+ partner agencies, who are experts in areas of early learning, parental support, and healthcare and who work authentically and directly with families and children. These professionals get the items the children need, and WestSide Baby can focus on collecting the essential items.

Each year WestSide Baby distributes over \$3 million in clothing, diapers, safety equipment, and other items to children across more than 80 zip codes. In 2023 WestSide Baby distributed over 2.7 million diapers, 1,648 car seats, and 9,300 clothing bags.

In 2020, the organization established its strategic vision to reduce basic needs gaps in communities facing disproportionate needs. In support of this vision, the staff and board focused on three major areas: advocate for structural change, build capacity and effectiveness, and adapt to the needs of the community. In 2022 policy advocacy led by WestSide Baby resulted in passage of the End Diaper Need Act in Washington State. As a result, Washington households enrolled in the Temporary Assistance for Needy Families program began receiving a \$100 monthly subsidy for diapers in late 2023.

About the Position:

We are looking to add a Development and Communications leader who is excited about our mission and looks forward to stepping into a newly created role on our team. We value talents as much as training and lived experience as much as education. If you see yourself in this role, we strongly encourage you to apply, even if you have not held a similar title before.

The Development and Communications Senior Manager is primarily responsible for sharing the story of WestSide Baby's mission and services and, in collaboration with the Executive Director, leading the efforts to garner financial support for our organization, especially charitable gifts from individuals, toward our \$2M+ annual budget.

Ideal candidates are warm, enthusiastic, and collaborative, and enjoy handling many tasks at one time. We are looking for someone who is adaptive to change, with strong attention to detail, the ability to work independently, and a desire to step into a manager-level Development and Communications role

and grow it into a director-level position. This person will have experience working in development shops within a non-profit, preferably in the greater Seattle area.

Responsibilities:

Fundraising & Relationship-building: build and implement our fundraising strategy, in partnership with the Executive Director, to ensure adequate and sustainable financial resources for WestSide Baby (~65%).

- Develop fundraising strategies and meet revenue goals for WSB's different revenue streams, including individual donations (Board, Giving Circle, major and annual fund donors, workplace giving, and family foundation grants) and annual cultivation, stewardship, and fundraising events.
- Lead donor cultivation, solicitation, stewardship, recognition, and reporting, for a portfolio of WSB donors and prospects, with support from WSB Executive Director, colleagues, and Board.
- Build and steward authentic relationships with prospective and current donors, family foundations, board members, and the WSB community.
- Utilize CRM to track and update donor information.
- Work with WSB staff and Board to instill a culture of philanthropy and encourage relationship building and engagement
- Assist Executive Director in budget preparation and financial monitoring.
- Participate as needed/desired in Finance & Development committees, community events, speaking events, and networking opportunities.
- Supervise Development Data Specialist – and any development or communications intern(s) recruited as desired
- Commit to incorporating an anti-racism lens and prioritizing the principles of [Community Centric Fundraising](#) in all WSB fundraising strategies

Communications & Storytelling: Create and implement WestSide Baby's annual communications strategy and plan (~35%)

- Clearly communicate WSB's mission, values, and priorities in regular external communications, with intentionality around inclusion and accessibility
- Lead and execute organizational marketing and communications including messaging, e-flashes, social media, and collateral with support and thought partnership from program team
- Develop and manage comprehensive communications strategy and calendar
- Design and regularly post online content to amplify WSB's message and programs on various platforms including WordPress website, Facebook, Instagram, and LinkedIn
- Research, write, and edit WSB newsletters; engage staff, community members, and partners in creation of newsletter features
- Coordinate press and media outreach, community outreach, and external communications
- Coordinate and implement event communications in partnership with Executive Director
- Solicit and share a variety of impact stories, upholding WSB's commitment to sharing authentic stories in the storyteller's words and with the storyteller's final review

Qualifications:

- Experience with Nonprofit Fundraising: You have experience with meeting fundraising goals, relationship-based fundraising, and experience in or interest in Community Centric Fundraising. (Preferred: You have experience building a fundraising strategy.)
- Experience with Communications: You have excellent written and oral communication skills. You have experience with sharing an organization's story on multiple platforms, such as mass

email, social media, and direct mail. (Preferred: You have experience with ethical storytelling using strengths-based language.)

- **Collaborative and Relationship Steward**: You build and maintain collaborative and mutually beneficial relationships with colleagues, community and business partners, funders, board members, and program participants towards achieving common goals. You enjoy meeting with current and future partners to understand and share the impact of our work.
- **Strategic Mindedness**: You take a strategic approach and long-term perspective to goals, challenges, and projects. You are able to organize and prioritize competing work demands.
- **Initiative and Self-Management**: You take independent action for planning, leading, and implementing your work.
- **Growth Mindset and Grace**: You remain adaptable and flexible amid change and extend grace for colleagues and yourself. You have a willingness and ability to learn new technology and systems. (Preferred: You have database experience.)
- **Interpersonal Skills**: You are a direct and clear communicator that holds space for reflection, listening, and tough conversations. You are comfortable naming your feelings, providing feedback, and engaging in accountability processes.
- **Anti-Racism Commitment**: You have an understanding of systemic racism, a commitment to anti-racism, and lived and/or professional experience that will contribute to WestSide Baby's Diversity, Equity, Inclusion and Anti-racism (DEIA) work.

Compensation, Benefits, & Working Environment

The position's compensation is \$75,000 – \$80,000 per year for a 40-hour work week. This is a flexible, salaried position. WestSide Baby offers medical, dental, and vision benefits; generous paid time off and holidays; and a 403(b) retirement plan, with the possibility of up to 2% employer contribution.

WestSide Baby is a parent-friendly, mental health friendly workplace. You may work with the Executive Director to set a flexible, regular schedule, with the opportunity to 'flex' your hours as needed. WestSide Baby provides technology and supplies to support remote work.

Application Instructions

To apply please send your resume and your answers to the following questions to employment@westsidebaby.org with the position title in the subject line:

- Tell us why you want to work at WestSide Baby. What is it about our mission that speaks to you?
- What excites you about fundraising?

Applications received before July 1 will be prioritized. Interviews will be conducted during July and early August. We expect this position will start in August or early September 2024.

*WestSide Baby is an equal opportunity employer. We are committed to building a team that represents the community we serve. People of color, of any sexual orientation or gender identity, from under-represented communities, and people with diverse life experiences are **encouraged** to apply.*