

**GSAFE**  
**Communications & Development Manager - Job Description**

The Communications & Development Manager is responsible for managing and implementing GSAFE's communications work and special event, mailing, and social media fundraising campaigns. The Communications & Development Manager reports to the Executive Director.

*Key Responsibilities/Functions:*

Communications – 45% of position

- Develops and staffs a board/community member Communications Committee.
- Works with consultants and committee members to develop a comprehensive organizational communications plan.
- Implements all outbound communications, leveraging web, direct mail, email, newsletter, and social media resources to maintain and grow GSAFE's presence across Wisconsin.
- Contributes to GSAFE's overall messaging and visual presentation, including the annual report and use of photography, videos, and other visual media.
- Plays leadership role in developing and implementing a communications campaign strategy to advance trans\*-inclusive student non-discrimination policies in school districts across Wisconsin.
- Effectively demonstrates: 1) understanding of racial justice, trans\* and gender justice, and youth leadership in development of communications materials and portrayal of people of color, trans\* people, and youth, and 2) ethics, boundaries, and consent/assent in shaping and/or using stories of LGBTQ youth in communications materials.

Development – 45% of position

- Manages and implements all fundraising activities related to GSAFE's special events, Walk/Run/Eat for Safe Schools and Celebration of Leadership (banquet).
- Manages and implements all fundraising activities related to direct mail, email, and/or social media, Send an Activist to Camp (direct mail/email), Safe Schools Campaign (direct mail/email), Big Share and Give OUT Day (social media).
- Achieves annual revenue development goals as related to special events, direct mail, email, and social media campaigns.
- Engages in effective donor stewardship, including timely donation acknowledgement, post-campaign thank you letters, and other ongoing relationship-building activities.
- Effectively demonstrates understanding of racial justice, trans\* and gender justice, and youth leadership in development of fundraising strategies, relationship-building, and special events.

Electronic Tools and Records Management – 10%

- Oversees the utilization of all GSAFE electronic tools such as Constant Contact, Facebook, Twitter, You Tube, Mobile Cause, web platforms and analytics.
- Manages eTapestry records of donors, participants, event attendees, and recipients of GSAFE communications materials.
- Maintains security and quality controls.