



## PENNSYLVANIA INNOCENCE PROJECT

**Organization:** Pennsylvania Innocence Project

**Position:** Development and Communications Director

**Terms of Employment:** Full Time (40 hours per week)

**Location:** 1515 Market Street, Philadelphia, PA 19102

**Application Deadline:** February 28, 2019

**Pennsylvania Innocence Project** was founded in 2009 and works to exonerate and free those convicted of crimes they did not commit and to prevent innocent people from being convicted. The Project also works to improve the criminal justice system by educating all stakeholders on the reasons for wrongful convictions and promoting policies and legislation that will prevent such tragedies from occurring. In addition to representing individuals directly, the Project provides support, training, and guidance to other lawyers litigating post-conviction claims of innocence. Finally, the Project works to support clients upon release as they re-enter society.

### **DESCRIPTION**

The Pennsylvania Innocence Project seeks a well-qualified candidate to serve as Development and Communications Director to oversee all aspects of the Project's state-wide fundraising, public relations, marketing, and communications programs. This position also reports on all fundraising and communications related activity to the board of directors on a quarterly basis. As the Project is a statewide organization, some travel is required.

### **ROLES AND RESPONSIBILITIES**

This position reports to the Executive Director and performs the following duties:

- Directs the Project's individual giving program, including,
  - Researches and evaluates prospective new major donors and staffs the Executive Director and board members in their major donor outreach and solicitation work
  - Drafts and manages the editing of all major donor and general fund appeals
  - With support staff, ensures all mailings (and follow up e-solicitations) are targeted to appropriate donor audiences and are mailed in a timely fashion
  - With the Executive Director and members of the development committee, directs prospect cultivation and follow up to ensure gifts are made and renewed
  - With support staff, ensures all donations are acknowledged in an appropriate and timely fashion
- Directs the Project's institutional giving program, including,
  - Drafts and manages the editing of all grant proposals and reports to corporations, foundations, organizations, and government agencies
  - Compiles and customizes all grant attachments, such as organizational and program budgets, logic models, timelines, board lists, etc.
  - Ensures timely submission of all grant proposals and reports

- Researches and evaluates prospective new institutional funding sources
- With support staff, ensures all institutional donors are thanked and acknowledged appropriately, maintaining confidentiality when requested.
- Directs the Project's public relations, marketing, and communications programs, including,
  - Directing all publicity and media relations pertaining to the Project's mission and work;
  - Seeking out and cultivating relationships with traditional and social media to help shape messages related to the Project's work;
  - Maintaining the Project's press kit, drafting and disseminating press releases, responding to press inquiries, and maintaining press coverage;
  - Ensuring promotional materials used during speaking engagements and public education programs are current and consistent with organizational language;
  - Supervising website and social media presence, regularly drafting and uploading website and social media content and ensuring information on all sites is current;
  - Working with Executive Director to produce the Project's annual report.
- Directs Events Consultant in the successful implementation of fundraising events in Philadelphia and in Pittsburgh and manages smaller events as required.
- Works collaboratively and cooperatively with staff to advance the goals of the Project as a whole
- Performs other duties as assigned

### **EXPERIENCE AND QUALIFICATIONS**

The successful candidate for this position has a background in fundraising and direct experience soliciting funds from individual and institutional sources. (S)he/they possesses outstanding verbal and written communication skills; has strong organizational skills; is results-oriented with the ability to meet deadlines and goals; thinks strategically; and works meticulously with close attention to detail. It is important to have strong interpersonal skills as well as to be tactful, diplomatic, and assertive. It is also important to exercise sound judgment in maintaining donor confidentiality. Experience working for social service/justice organizations, in particular within the public interest law field, is a plus.

### **HOW TO APPLY**

E-mail your resume to [innocenceprojectpa@temple.edu](mailto:innocenceprojectpa@temple.edu) with "Development and Communications Director" in the subject line.

With your resume, please submit a cover letter describing:

- Your unique qualifications for this position
- Your experience in individual and institutional giving
- Where or how you learned of this job posting
- Your salary requirements

The Project will accept applications until **February 28, 2019**, or until the position is filled. Applications will be accepted and reviewed immediately. Qualified candidates may be asked to submit additional information, including writing samples and references from people with whom they have worked in the past.