

**STEPPING STONES OF DUNN COUNTY**  
**ASSISTANT DIRECTOR – Development and Public Relations**

**Position Description**

**Summary**

Reporting to and coordinating with the Executive Director, the Assistant Director – Development and Public Relations will advance fundraising, donor relations and public relations efforts and serve as second in chain of command for the organization.

**Primary Responsibilities**

**Development:**

- Produce and implement annual Development and Public Relations plan, with input from Executive Director and Development Committee
- Serve as primary staff support for Development Committee and event committees, coordinating all fundraising events
- Build relationships with area businesses and sponsors
- Coordinate and produce fundraising marketing materials for physical and electronic distribution
- Build donor list through engagement, campaign and appreciation efforts
- Access, update and utilize donor management software
- Explore and apply for grant opportunities with community partners
- Pursue additional fundraising opportunities

**Public Relations:**

- Document the contributions and work of donors, volunteers and staff with pictures, video and written word
- Produce newsletters, monthly e-blasts, social media posts and press releases, promoting the work that Stepping Stones does for the communities of Dunn County
- Develop relationships and coordinate with local media to promote Stepping Stones' visibility in the community
- Assist with other PR efforts such as submitting newspaper articles, event flyers, and other communications.

**Assistant Director:**

- Contribute to strategic planning and yearly budget preparation
- Manage funding from Public Relations and Fundraising budget lines
- Collaborate with Executive Director to represent Stepping Stones and increase engagement with community organizations and events
- Provide support and direction for program heads in Executive Director's absence

## **Qualifications**

### **Academic Requirements:**

- Bachelor's degree
- Preferred education in marketing, public relations, business, graphic design, or similar

### **Professional:**

- Two+ years experience in development, sales, marketing, or related
- Experience with non-profit organization or human services a plus
- Must have a valid driver's license and consistent access to a car.

### **Skills:**

- Proficiency with Microsoft Office Suite
- Capability using online meeting platforms such as Zoom and Microsoft Teams
- Ability to use software to produce creative content, including graphics, for print, email and social media
- Preferred skill representing an organization on social media, including Facebook, Instagram and Twitter
- Preferred experience with Customer Relationship Management—CRM—or Donor Management platforms

### **Personal Attributes:**

- Must be driven to help others and willing to adapt to the needs of organization and community
- Must take ownership of professional responsibilities and be able to work independently
- Must have strong organizational skills and be detail oriented
- Must be an engaging communicator with written content, one-on-one interactions and public speaking
- Must have a positive presence and enjoy doing good work with good people

## **Compensation**

**Salary:** \$42,750 to \$52,250 depending on experience