



idaeyc

Idaho Association for the
Education of Young Children

Position Title: Director of External Relations & Development

Supervised by: Executive Director

Project Summary: Idaho AEYC is a mission-driven, nonprofit early childhood organization that works to advance Idaho's early learning profession and advocates for children, families, and those who work on behalf of young children. We are a professional membership organization that works to promote high-quality early learning for all young children, from birth through age 8, by connecting early childhood practice, policy, and research.

Position Summary: The Director of External Relations & Development at Idaho AEYC is a pivotal leader responsible for providing strategic direction and leadership in overall communication, marketing, fundraising, and development efforts. Working closely with the Executive Director and project directors, this role oversees the planning, execution, and management of fundraising campaigns, major gift solicitations, events, annual giving initiatives, public relations, donor relations, and community engagement activities. The incumbent leads the development and implementation of a comprehensive fund development program, ensuring sustained support from individuals, families, foundations, corporations, and government entities. Moreover, this position is key in cultivating external relationships, stewarding donor philanthropy, and advancing the organization's mission through effective communication strategies and marketing efforts. The Director of External Relations & Development leads a team, manages budgets, and guides professional and support personnel to achieve fundraising goals and strengthen community partnerships.

Salary: \$65,000.00

Time/Benefits: Full-time position at 40 hours per week, plus an excellent benefits package including medical/dental/vision/retirement plan, 15 days' vacation leave and 15 days' sick leave annually, plus 10 paid holidays, as well as other great benefits.

Primary Responsibilities:

1. Provide strategic leadership in fundraising, development, and external relations activities.
2. Manage and plan the organization's communication strategies, including public relations, media relations, and brand management.
3. Develop and implement a comprehensive fund development program, including major gifts, annual giving, and prospect research.
4. Lead the planning and execution of fundraising campaigns, events, and donor stewardship initiatives.
5. Cultivate relationships with individuals, families, foundations, corporations, and government entities to secure financial support, partnerships, and marketing opportunities.
6. Oversee creating and disseminating engaging content across various platforms to communicate the organization's message effectively.
7. Collaborate with project directors to align fundraising and communication efforts with program objectives.
8. Lead strategic planning for communication activities to enhance relationships with external constituents and support private giving initiatives.

9. Provide leadership and guidance to professional and support personnel, including budget planning and administration.
10. Represent Idaho AEYC at external meetings, functions, and professional development trainings as required.
11. Commit to advancing the mission, goals, and programs of Idaho AEYC and its affiliated projects.
12. Monitor and analyze outreach metrics to continuously improve our strategies and achieve our goals.
13. Stay up-to-date with industry trends and best practices in marketing and communication.
14. Brand management and strategy for Idaho AEYC and its programs
15. Manage creative contractors in their daily workflows and projects

The ideal candidate will have:

- Proven leadership skills.
- Minimum of three to five years of communications and marketing experience with a proven success record.
- Bachelor's degree in communications, marketing, journalism, or related field.
- Clear and effective communication skills for conveying Idaho AEYC's and the Idaho School Readiness Project's message.
- A passion and skill for storytelling and the ability to turn complicated issues interesting and understandable to both a broad audience and targeted audience.
- Ability to create compelling content that engages various audiences in various channels, including website copy, email campaigns, social media posts, and video scripts.
- Excellent written and verbal communication skills.
- Experience in media relations including writing press releases, media pitches, and other communications.
- Experience with managing brand identity for an organization.
- Understanding of social media platforms and best practices for creating and executing social media campaigns.
- Strong project management skills and ability to work collaboratively in a team environment.
- Excellent problem-solving skills with a solutions-oriented focus.
- Strong analytical skills and ability to measure and report on outreach metrics.
- A demonstrated ability in proofreading and an ardent attention to detail.
- Confident and professional demeanor with a strengths-based approach, demonstrated flexibility, strong determination, and great humor.
- Ability to travel and to work occasional evenings and weekends.

In addition to the qualifications listed above, the preferred candidate will have:

- Experience in non-profit, advocacy or other community-based groups.
- Ability to work on and manage several simultaneous projects at various stages of completion including tasks with competing priorities.

Idaho AEYC is committed to providing equal employment opportunities to all employees and applicants without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.