



Development and Communications Associate

Organization:

Since 2010 Waypoint Adventure programs have provided adventure education opportunities for youth and adults with disabilities. Activities like hiking, cycling, rock climbing, ropes courses, snowshoeing, cross country skiing, and kayaking create the setting for real challenges to be faced, welcoming community to be fostered, and growth to occur. Individuals are supported while taking real risks and leave seeing themselves differently and imagining new possibilities.

Position Summary:

The Development and Communications Associate reports to the Director of Development and serves a key role in implementing a comprehensive development program and strategies to ensure funding for Waypoint Adventure.

The Associate provides administrative support to ensure the execution of daily operations of the Development team and will work alongside the Waypoint Co-Founders, Communications Manager, and Grant Writer.

Additionally, the Associate will work with the Development team to determine solicitation strategies for increased community, foundation, corporate and individual support -- including marketing and communications, event management and other fundraising activities.

Essential Duties and Responsibilities:

50%: Development

- Collaborate with the DoD on the successful execution of fundraising and cultivation events throughout the year. This includes the planning events from start to finish according to requirements, target audience, and objectives.
- Assist in grant submissions and reports, donor submissions, and sponsorship materials to secure financial support.
- Maintain accurate and up-to-date donor and grant databases and records.
- Manage day-to-day administrative tasks for the Director of Development.
- Provide operational support for large fundraising and stewardship mailings, including our annual appeal letters and annual report.

50%: Communications

- Attend Waypoint Adventure programs and identify key story-telling moments.
- Collaborate with Communications Manager to create content for each of Waypoint Adventure's social media channels aligned with chief demographic of that channel and the region of Greater Boston. Channels include Facebook, Instagram, Twitter, LinkedIn, and YouTube.
- Plan and publish annual fundraising communications, including annual campaigns and regular appeals to individual donors through email campaigns, social media posts, and print materials.
- Develop monthly reports of social media metrics and website traffic.
- Write blog posts on the Waypoint Adventure website sharing stories from programs and latest industry news.
- Stay informed of social media marketing trends and social channel capabilities as they rapidly evolve. Be proactive in informing the team of social media trends and opportunities that directly support the Waypoint Adventure social media strategy.

Qualifications: To perform the job successfully, an individual must be able to perform each duty satisfactorily. The requirements listed below are representative of the experience, knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- The ideal candidate will be successful in working with people from broadly diverse ethnic, economic, social, and cultural backgrounds, have strong interpersonal skills, as well as a culturally competent approach to soliciting and telling the stories of the individuals and families we serve.
- Commitment to diversity, equity, inclusion, and belonging and community-centric fundraising.
- Experience with CRM software (Bloomerang software preferred) and in-depth knowledge of social media platforms and with digital marketing strategies.
- Strong computer skills: experience and proficiency using Microsoft Office Suite and other platforms like MailChimp.
- Creative, flexible, collaborative and self-starter approach.
- Strong written, verbal, and interpersonal communication skills.
- Passion for making the outdoors more inclusive and accessible for all.
- Ability to work some evenings or weekends.
- Work will be done in-person at Waypoint's Lexington office. Travel to Waypoint Adventure sites in Greater Boston to capture content is

required. Option for hybrid-remote work is possible upon agreement and eligibility.

Education and Work Experience:

- 2-4 years' experience in nonprofit fundraising and/or marketing and communications
- Bachelors' degree or equivalent combination of formal education and related experience may be substituted for degree.

Work Environment & Physical Demands

- Ability to participate in moderate to vigorous physical activity relevant to the programs for which you will be attending (this could include but not limited to, hiking, biking, and kayaking).
- Ability to sit at a desk 50-75% of the workweek.
- Ability to occasionally work evenings or weekends as needed.

Compensation and Benefits:

Waypoint is committed to a competitive salary and benefits for all staff. This is a new position, but we anticipate a range of \$45,000-\$55,000 annual compensation. Full time benefits include health, dental, and disability insurance, vacation and sick time, and a 401k plan.

To Apply:

Send resume and a detailed cover letter to hr@waypointadventure.org

Our Core Values:

Waypoint is committed to an inclusive environment and experience for all participants, staff and volunteers. We count on our staff to embody our core values of teamwork, inclusion, authenticity, passion, challenge, learning, and adventure.

Equal Opportunity:

Waypoint Adventure is committed to the principles of equal opportunity and to creating an inclusive organizational environment. Qualified applicants are considered for employment without regard to age, race, color, religion, sex, sexual orientation, national origin, disability, or any other protected characteristic. Individuals with the personal lens of living with a disability and/or experience working with individuals that have disabilities are strongly encouraged to apply. If you need assistance or an accommodation during the application process because of a disability, it is available upon request.