

**TITLE:** Development and Communications Manager, Wallace Center

**ABOUT THE** Wallace Center is a unit of Winrock International. Winrock International is a

**ORGANIZATION:** nonprofit organization that works with people in the United States and around the

world to empower the disadvantaged, increase economic opportunity, and sustain

natural resources.

**CATEGORY:** Full-time. Light domestic travel anticipated.

**UNIT:** The Wallace Center

**REPORTS TO:** Pete Huff and Susan Schempf, Co-Directors, Wallace Center

**START DATE:** By April 1, 2021

**LOCATION:** Remote / US-based

**SALARY/BENEFITS:** The annual salary range for this role is \$60,000 to \$70,000, depending on

experience, plus an excellent benefit package. More details on benefits are

located here.

**APPLICATIONS:** Interested applicants should submit a cover letter, resume, and two writing

samples or other examples of communications assets and projects they have led

to the following e-mail: WallaceCareers@winrock.org

Due to the volume of applications received, we will not consider incomplete applications. This position will remain open until closed and applications will be

considered on a rolling basis. Candidates who meet most, but not all,

qualifications and experience outlined below are invited and encouraged to apply.

**BACKGROUND:** The Wallace Center is a national organization whose mission is to bring together

diverse people and ideas to co-create solutions that build healthy farms, equitable

economies, and resilient food systems. Our work is guided by our core

organizational values:

Systems approaches and intersectionality

Practitioner knowledge and leadership

• Anti-racism, equity, and multi-culturalism

Ecological resiliency and regeneration

Economic justice through transparent markets

Local and regional solutions and self-determination

• Human-centered and joyful organizational culture

The Center's work focuses on five levers for food systems change—catalytic systems leadership, equity and justice in farming and food systems, learning,





collaboration, innovation and action across communities, values-based supply chains, and regenerative land use. Our diverse suite of programs and projects is collaboratively implemented by two teams – Resilient Agriculture and Ecosystems, and Food Systems Leadership-- and is supported by the communications and outreach capacity of several digital communities of practice and assets that the Wallace Center manages.

#### **DESCRIPTION:**

The Development and Communications Manager is a new role that will lead development and implementation of the Wallace Center's communication strategy and manage the Center's new business and resource development processes. The role is both strategic and operational, working in partnership with Center leadership and program staff to advance both project and organizational goals and broader mission fulfillment. The candidate will manage and advance the Center's communications assets including websites, resources, and knowledge products, and ensure the consistency and cohesiveness of our organizational brand. They will also manage the Center's new business development processes and pipeline, supporting leadership and staff members to identify, pursue, and secure new funding for project and general support activities.

We are seeking a systems thinker who can creatively align the Center's communications strategy and external positioning with resource development pursuits. The Center is actively building strategies for centering racial and economic equity in our food systems work and is seeking candidates eager to forward that mission. We are committed to building a diverse staff and strongly encourage applications from candidates of color.

Essential responsibilities will include:

### Communications (50%)

- Lead the development and implementation of a communication strategy for the Wallace Center in collaboration with the Leadership Team, Communications Working Group, and Winrock Communications Team.
- Streamline Wallace Center brands and communications assets (e.g. website, brand, contacts lists, etc.) to enhance consistency and professionalism.
- Provide technical support to Center leadership and staff members to develop consistent and appropriate standards for engaging communications channels, especially social media.
- Co-create and maintain Wallace Center outreach materials and communications products (annual report, work summaries, newsletters, etc.), including providing relevant info to Wallace Center, Winrock Solutions, and Winrock staff.
- Collaborate with Communications Working Group and other staff members to lead social media messaging and strategy via Wallace platforms, particularly during events and conferences —overseeing overall impact.





- Support and review project communications (webinars, reports, newsletters, press releases, etc.) and create materials to facilitate project communications (communication plan template, promotion plan template, draft social media toolkit, etc.)
- Research relevant publications and platforms to pitch Wallace content (blogs, opinion articles, collaborative pieces, white papers, conference presentations, and others) in effort to support Wallace brand growth and recognition.
- Serve as lead point of contact for Wallace Center external communications – managing general ingoing & outgoing WC emails, job postings, responding to sign-on letters, etc.
- Be the primary Wallace Center liaison and manager for any multi-media contractors, such as photographers and videographers hired to cover Wallace Center events.

## Development (50%)

- Work in partnership with Leadership Team to develop and implement new business development strategy and supporting systems.
- Lead research into new funders and funding opportunities.
- Maintain new business pipeline(s) and associated files on SharePoint, including regular updates to Winrock's grant tracking system.
- Manage grant reporting calendar, working with program staff to generate and submit reporting packages on time, and integrate content into external communications strategy.
- Support new business development processes, including, as needed, proposal management, writing, editing, internal approvals, and submission support.
- Develop and maintain stock language for proposals and communications.
- Conduct go/no go meetings, update Winrock on new business pursuits, and lead due diligence reviews.

### QUALIFICATIONS

**EDUCATION:** 

Minimum of a BA in Communications, Public Affairs, Non-Profit Administration or related fields, OR professional or lived experience that demonstrates the capacity to fulfill the position's responsibilities.

# **EXPERIENCE:**

- At least 4-6 years of professional experience in development of communications plans and strategies, including production of high-quality marketing materials (print and digital)
- Experience writing press releases, reports, awareness materials, etc.
- Experience in developing and managing social media communications,
  with an understanding of the relevant success metrics and their tracking
- Demonstrated experience successfully identifying, pursuing, and securing funding from diverse sources





- Experience in grant writing and reporting for government and foundation funding opportunities
- Passion for and understanding of the US food system and the various stakeholders, agencies, and media outlets relevant to Wallace Center's work and mission

#### **SKILLS:**

- Excellent writing skills (English fluency) to support published content, proposals, reports, and other tasks needed to connect with a variety of audiences and mediums.
- Highly creative and able to utilize different tools to create visually engaging, powerful marketing and communications content.
- Strategic, systems thinker who can connect communications and development efforts and processes.
- Demonstrated commitment to racial equity and justice, with a keen understanding of how effective communications can help shift dominant paradigms.
- Strong time management and organizational abilities for completing detailed communications and other relevant assigned tasks.
- Ability to creatively and consistently drive engagement through online outreach and content development.
- Highly collaborative, with excellent interpersonal and communication skills to work with a wide range of internal and external stakeholders and communities.
- Takes initiative, self-starter, and self-directed as well as the ability to work effectively in a team.
- Ability to learn new policies and procedures, and to navigate various audiences and reporting needs.
- Proficiency using Microsoft Office software, including Excel, Word, Outlook, Teams, and PowerPoint. Experience using MailChimp, WordPress, and SurveyMonkey a plus.
- Knowledge and experience in graphic design, using design software, and/or web design highly desirable.

