



Wallace Center

AT WINROCK INTERNATIONAL

TITLE: Development and Communications Manager, Wallace Center

ABOUT THE ORGANIZATION: Wallace Center is a unit of Winrock International. Winrock International is a 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,



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- 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



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- 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.