



Rainbow Days, a Dallas-based nonprofit whose mission is *to help children and youth in adversity build coping skills and resilience to create positive futures*, is seeking a dynamic individual to join our team as the Events and Communications Specialist.

This position will be responsible for helping to plan all of our special events, including our annual Pot of Gold Luncheon & Silent Auction Fundraiser, quarterly lunch and learns, annual Promise Awards Reception and other events as needed, as well as communications for the organization, including social media, website content, e-newsletters, and others as needed. Please see details in the job description below.

To inquire or apply for the position, please email your cover letter and resume to Tiffany Beaudine at tiffanyb@rainbowdays.org.

EVENTS & COMMUNICATIONS SPECIALIST

TITLE: Events & Communications Specialist

REPORTS TO: Director of Development

POSITION DESCRIPTION SUMMARY: Work in partnership with the Director of Development to coordinate fundraising and friendraising events for Rainbow Days, Inc., including: planning and executing the annual Pot of Gold Luncheon & Auction, Promise Awards Reception, Our Children's Future Lunches and other smaller events throughout the year as well as assisting with other resource development activities; Additional responsibilities include: developing content for external communications including but not limited to: social media, website, monthly e-newsletter and marketing materials. Assist with other resource development activities including donor recognition, cultivation and solicitation of individuals and corporations for gifts and sponsorships.

CORE EVENTS & RESOURCE DEVELOPMENT RESPONSIBILITIES:

- Assist with coordinating details of the Pot of Gold Luncheon & Auction, Rainbow Days' major fundraising luncheon
- Coordinate details of other events throughout the year, including Promise Awards, Our Children's Future Lunch and Learns and various donor cultivation events
- Assist with the design, development and production of all donor based publications and fundraising materials, including brochures, direct mail appeals, the Annual Report, brochures and marketing materials.
- Assist with making follow up contacts, phone calls and scheduling of various meetings.
- Offer support to Director of Development for various fundraising campaigns (i.e. North Texas Giving Day, Back-to-School, etc.
- Assist the Director of Development by participating as a staff liaison on the Executive Board's Resource Development Committee, Public Relations/Marketing, and Auxiliary Board and committees as needed.
- Represent Rainbow Days at public functions as requested
- Assist with maintenance of Rainbow Days' fundraising and constituent database (e-Tapestry) as needed
- Assist with donor recognition correspondence, including thank you letters and follow up reports as needed
- Assist with maintenance of resource development files (records, donor contacts, etc.) as needed

CORE COMMUNICATIONS RESPONSIBILITIES:

- Develop organizational marketing materials, including brochures, fliers, invitations and marketing packets
 - Develop content for external communications, including website updates, social media posts, e-communications, appeal letters, thank you letters etc. in conjunction with the Director of Development
 - Write, edit and compile content for monthly publication of Rainbow Days electronic newsletter, *eConnection*.
 - Create monthly Social Media calendar
 - Assist with the development of public relations materials including press releases, public service announcements and articles
 - Work closely with the Director of Development, Leadership Team, PR Chair of the Board of Directors, and any contracted PR consultants to provide communications direction and/or media advisories as needed
- Do you want a function regrading posting social media communication?

EDUCATION/TRAINING/WORK EXPERIENCE/SKILLS REQUIREMENTS:

- Experience and demonstrated success in a communications role (whether paid or volunteer)
- Demonstrated organization skills and attention to detail.
- Demonstrated skills in writing.
- Demonstrated skills and knowledge of basic design of printed materials and electronic marketing materials.
- Demonstrated skills in handling highly sensitive and confidential information and materials.
- Demonstrated knowledge of Windows - based computer systems, including Excel, Word and PowerPoint and layout/design software packages. WordPress web design experience not required, but a plus.
- Demonstrated ability to develop and implement multiple projects and activities simultaneously.
- Bachelor's Degree in Communications or Marketing preferred.

In addition to the above, the Events & Communication Specialist shall demonstrate: a level of commitment to the philosophy, core values and goals of Rainbow Days, a hard work ethic and a level of energy commensurate with Rainbow Days expectations.

EVALUATED BY: Director of Development

HOURS: Full Time (40 hours per week)

LOCAL TRAVEL: Limited to the Dallas area, as needed for various events and luncheons. The Events & Communications Specialist will be reimbursed for his/her local travel at a rate of \$.50 per mile up to the maximum monthly mileage allowance. Approved out-of-town travel for RDI purposes will be fully reimbursed.

OUT- OF-TOWN TRAVEL: 0%

SALARY RANGE: Salary based on level of experience

Rainbow Days
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