



DEVELOPMENT AND COMMUNICATIONS ASSOCIATE POSITION DESCRIPTION



WHO WE ARE

Capital Partners for Education (CPE) was founded in 1993 to help make a college degree possible for low-income youth in the Washington, DC area. For 23 years, CPE has provided motivated high school students with support focused around 1:1 mentoring by college-educated, volunteer mentors, to guide them through the college application, financial aid, and enrollment processes. In 2013, CPE extended its 1:1 mentoring program through students' college years to help ensure that CPE students have the guidance needed to graduate from college prepared for the workforce. Ninety-seven percent (97%) of CPE students enroll in college upon high school graduation, and a majority of the students enrolled in our college mentoring program since 2013 remain on track to earn a college degree.



WE ARE ENTERING A TRANSFORMATIVE PERIOD

CPE is committed to becoming a truly high-performing organization that consistently delivers measurable results for our ever-growing student body. Over the next 3–5 years, we have a strategic priority to strengthen our program design and implementation, and to build more robust data-driven feedback loops. CPE has retained Child Trends as a consultant over the next two years as the program model is refined and standardized, and the learning and evaluation program is designed and implemented. Our 2016 Annual Report (cpfe.org/2016AnnualReport) was produced in November 2016 and describes where we are as an organization today.



WHAT WILL YOU DO EVERY DAY?

You will **support CPE program delivery and growth** in the following capacities:

Fundraising and Donor Relations

- Identify, track, research and cultivate new donors and allies;
- Interface and follow up with CPE donors, prospective donors, mentors, volunteers, and students;
- Prepare briefing and presentation materials for donor meetings;
- Assist with logistical planning and executing of fundraising events and mailings;
- Create, compile, and ensure accuracy of donor and grant proposal attachments, including financial reports, various stakeholder demographics, organizational charts, and other requested supplements;

Database Management

- Ensure all donations are appropriately acknowledged and recorded in Salesforce database;
- Track and update annual grants calendar, proposal and report deadlines, fundraising reports, etc;
- Conceive and develop information tracking and data analysis systems and improvements;
- Analyze and evaluate development and communications opportunities;
- Create online campaign pages and event registrations utilizing the Salesforce-Integrated Classy platform;

Content Development

- Manage content development and execute various CPE campaigns through various digital and traditional mediums including invitations, posters, graphics, marketing templates, PowerPoint presentations, etc;
- Support the CPE website maintenance, content edits, and additions;
- Operate CPE's social media accounts, including Facebook, Twitter, YouTube, LinkedIn, and Instagram;
- Assist in the hiring and managing of a Development and Communications Intern;



YOUR BACKGROUND

You have the following **interests, qualifications and experience**:

- You have a passion for serving CPE’s target population and improving their life trajectories through education, both individually and as part of a high-performing team;
- You have at least 2 years of experience working in development, sales, or marketing with a proven track record of increased responsibility;
- You are strategic and confident interacting with stakeholders, including a robust volunteer base, while also being detail-oriented and willing to perform any task great or small;
- You are comfortable proposing fresh, new, creative ideas and are persistent enough to bring these to life;
- You are capable managing the tracking and cultivation of donors in Salesforce;
- You are an adaptable problem solver who proactively seeks long-term solutions and efficiencies;
- You have a growth mindset and can work with a team or independently to drive, execute, and achieve key, measurable objectives;
- You are proficient with basic tools, such as Microsoft Word, Excel, and PowerPoint;
- You must be qualified to work in the United States.

HOW YOU WILL BE COMPENSATED

We believe the employment relationship is a two-way street. Our leadership works side-by-side with staff on projects big and small, and encourages junior staff to assume leadership responsibility. We have an internal program called **CPE 2.0**, which focuses on improving every aspect of our workplace. We understand that working hard to solve challenging social problems requires kindness and self-care.

Your **salary** will be competitive and commensurate with experience:

Your **benefits** will be comprehensive and will include:

- **Medical, dental, and vision insurance**, with premiums and deductibles for employees fully funded by CPE (and reasonable cost sharing for spouses and dependents);
- **403(b) retirement plan** with generous CPE matching;
- **Life and disability insurance** with premiums fully funded by CPE;
- **Paid time off**, including vacation, office closure at year-end, and personal days;
- Fully paid **membership at local gym**, where employees regularly exercise during the work day;



- **Pre-tax saving accounts**, including for healthcare (FSA), dependent care (DSA), and commuting;
- **Professional memberships** in industry associations related to position as approved by CPE leadership, and expenses related to attendance at industry conferences.

HOW TO APPLY

First, please review our 2016 Annual Report at cpfe.org/2016AnnualReport. This will tell you a little more about us and our work, and most importantly about our students and mentors. They are our heart and soul.

Please send us a **resume** with a **cover letter** that discusses how you would be a fit for this role professionally and personally. You can submit your resume and cover letter to recruiting@cpfe.org. We will follow up with all qualified candidates promptly. We would like to fill this position as quickly as possible, but are willing to wait for the right candidate.

We welcome inquiries from candidates from all walks of life. We do not discriminate on any basis as long as you have the qualifications and experience to do the job, and are willing to work hard as a team player.

Thank you for considering this opportunity with CPE.