



### **Development & Communications Officer**

Employer: GAIA  
Industry: Nonprofit/International Development/Social Entrepreneurship  
Job Location: San Rafael, CA  
Job Title: Development & Communications Officer  
Deadline: Rolling

#### **ABOUT THE JOB:**

At GAIA, we believe that everyone deserves access to healthcare. However, for the vast majority of people living in Sub-Saharan Africa, having to walk for hours to reach healthcare facilities puts millions of lives at risk. This is especially true for the rural poor we work with in Malawi, who are more likely to suffer from preventable and treatable diseases like HIV, malaria and tuberculosis.

We have a proven solution that brings healthcare within an hour's walk and actively builds the capacity of the local healthcare workforce. In this role, you would play a significant role in boosting our efforts to reach millions more!

The Development & Communications Officer will help share GAIA's story through creative marketing strategies and fundraising approaches, as well as provide critical development support through individual donor cultivation and research, proposal writing, reporting and more. This role is broad-ranging and there is significant room for learning and growth.

The ideal candidate will be a self-starter willing to take the reins on several initiatives. S/he will be an excellent writer and communicator, extremely well organized, and have a passion (and talent) for storytelling and visual design. S/he will be deeply committed to improving lives in low-resourced settings and love to collaborate as well as work independently to achieve big goals.

Based in San Rafael, CA, this role will report directly to the Executive Director, and work closely with our small but mighty team.

#### **JOB DESCRIPTION:**

##### *Individual Donor Engagement*

- As a key member of the development team, contribute to the creation of annual development plans, including all individual donor cultivation, solicitation and stewardship activities
- Steward a portfolio of major donors and support ED to track a portfolio of donors
- Record all relevant communications with grantors, contact information, drafts and submissions of proposals and reports in the fundraising database
- Play a key role in the execution of direct mail and digital campaigns
- Play a key role in the planning and execution of fundraising events with the Events Manager and ED as required
- Plan and execute vision trips to Malawi

### *Small Grants Management and Development Operations*

- Research and prioritize potential grantmakers (including corporations, foundations, and more) and individual donors
- Writing, editing and preparing proposals and other materials for a range of individual and small institutional donors
- Track grant deadlines and support timely submission of all proposals and reports to funders
- Collaborate with development and finance teams to prepare projections and financial reports
- Prepare reports, data and presentations for the Development Committee of the US board of Trustees
- Promote and represent GAIA at local meetings or other forums
- Provide support to senior leadership when engaging in external speaking engagements through the development of talking points, presentations, and other required communications materials

### *Communications*

- Create and execute a strategic communications program that will lead to deeper and broadened engagement with current and potential partners and donors
- Oversee the production of visual and written content for direct mail campaigns, e-newsletters, annual reports and other communications materials
- Draft and compile elements of external facing reports such as the Impact Report and Annual Report
- Managing content for the website, platforms that integrate with it, and social media channels
- Track, evaluate, and report on media and communications-related metrics on a quarterly basis

### QUALIFICATIONS:

#### Required

- A passion for global health and improving lives
- 5 years of experience in individual donor fundraising/development, and communications with track record of successfully securing funding and creating digital content
- Exceptional written and oral communication skills, with proven ability to write persuasively and with a high degree of professionalism
- Excellent interpersonal skills and an ability to work with diverse constituencies
- A self-starter who is eager to take initiative, to learn, and to share new ideas
- An ability to work in challenging and changing environments, and to problem solve accordingly
- Superb attention to detail and demonstrable skill for system and process management
- Proficiency using databases such as Blackbaud or Salesforce
- Experience with (or interest in learning) graphic and web design
- A strong design aesthetic and ability to translate words and numbers into visual content
- Ability to manage multiple projects simultaneously and produce high-quality work in a deadline-driven environment
- Great storytelling abilities
- Strong project management skills
- Proficiency in Microsoft Word, PowerPoint, and Excel, and a willingness to learn additional software
- Bachelor's Degree and English language proficiency required

#### Preferred

- Experience working at a nonprofit and/or international organization
- A background in public health or other social impact sectors
- Experience with grant writing and management

- Knowledge of and connections to the international funding community in NorCal, SoCal, and NYC area
- A successful track record of collaborating across cultures and continents
- Proficiency using InDesign or other similar publishing software

**TO APPLY**

Please send your resume and a one-page cover letter to [info@thegaia.org](mailto:info@thegaia.org). Please ensure your cover letter explains your experience and background as it relates to this role. Thanks for your interest in GAIA!

Note: Please do not contact GAIA to enquire as to the status of your application. Only shortlisted candidates will be contacted. Applications accepted on a rolling basis.