

IDENTITY, Inc.

Position Title: Associate Director, Development & Communications
Supervisory Responsibilities: NO
Budget Responsibilities: NO
Reports To: Chief Strategy Officer
FLSA Classification: Exempt
Date: March 1, 2026

POSITION SUMMARY

The **Associate Director, Development and Communications** is an experienced mission-driven **member of Identity's Leadership Team**. They are part of an exceptionally high performing team carrying out development and communications efforts in support of youth and families. The Associate Director, Development and Communications is responsible for Identity's day-to-day fundraising and communications efforts and strategy related to individual and business donors; special appeals and events; and other donor engagement. They are also responsible for the donor database, website, social media, and the production of the Annual Report, Annual Evaluation Report, newsletters and other collateral and mass communication. The Associate Director, Development and Communications assists with proposals and reports to foundations and government entities, as needed.

Together with the Development and Communications Team and the Executive Director, they share responsibility for raising the annual budget and protecting and promoting Identity's reputation. They work collaboratively with all members of the organization's Leadership Team and program staff.

The Associate Director, Development and Communications is a gifted storyteller, relationship builder and strategic communicator of the passion and rigor with which Identity works with youth and families in need, and the optimism, strength and resilience of the multi-cultural community Identity has the privilege to serve. They exemplify Identity's core values, especially that to serve others is a privilege and requires excellence.

Since 1998, [Identity](#) has been creating opportunities for youth, families and communities with the most need to realize their highest potential and thrive. At schools, in the community and on playing fields, Identity teaches and models the social, emotional, academic, workforce and life skills they need. **Like an extended family, Identity is there when and where the community needs us.** And like family, Identity **celebrates their victories and offers help when something extra is needed.**

PRIMARY RESPONSIBILITIES

- Planning and executing Identity's fundraising campaigns aimed at acquiring, renewing, and upgrading individual donors. Collaborating with the Executive Director, Chief Strategy Officer and program staff to develop compelling fundraising appeals, solicitations, and other collateral materials to inspire giving and communicate impact.
- Managing and growing the full range of non-foundation and non-government related fundraising activities such as workplace giving, special events and in-kind contributions.
- Developing and executing strategies to engage and nurture donors at various giving levels and strengthening their connection to Identity's mission and programs.
- Assuring accurate and efficient development and communications databases, tracking and reporting systems in collaboration with the Development and Communications Team. Analyzing donor data and fundraising metrics to monitor and improve performance, trends, and strategic decision making.

- Assuring compliance with donor requirements and with federal, state and county fundraising policies, procedures, standards and applicable regulatory requirements.
- Participating in planning, writing, editing, proofing and submitting grant proposals and reports, especially during peak periods.
- Creating and managing communications efforts including overall branding, the website, e-newsletters, annual and special reports, other collateral materials, photo and video assets and style guide. Ensuring consistency with Identity's mission, messages and strategic plan.
- Managing media relations in coordination with the Executive Director and Chief Strategy Officer.
- Managing and updating Identity's website.
- Managing social media strategy on multiple platforms, working with consultants as well as creating original content to build audiences of donors, allies and clients.
- Staying abreast of trends in fundraising and communications and in content areas related to Identity's work.
- Representing Identity at meetings and events.
- Serving as a primary liaison to the Board of Directors

EDUCATION and EXPERIENCE

- Undergraduate degree required
- Several years of experience and demonstrated success in fundraising and communications.
- Bi-lingual English/Spanish is a plus, but not required

SKILLS, ABILITIES and REQUIREMENTS

- Superior and proven persuasive writing skills in both long and short form, excellent editing and proofreading skills; excellent visual communication skills. Ability to convey complex ideas, including data, through brief, simple materials.
- Skilled at establishing and cultivating strong relationships with peers, across different levels of the organization and externally including with Board members, donors and other friends of Identity.
- Experience with donor cultivation events.
- Ability to coach and support senior leaders as spokespersons, and to coach and support colleague and client speakers. Ability to speak effectively before groups.
- Comfort with budgets and interpreting financial statements.
- Mastery of Microsoft Office, particularly Word and Excel.
- Familiarity with donor database operations and ability to learn software
- Familiarity with mass email workflows and software
- Experience with social media tools and effective short form communication and campaigns.
- Experience with basic graphic software such as Canva.
- Experience with basic website management and interface.
- High level of organization, attention to detail and ability to prioritize multiple tasks and deadlines.
- Creative, flexible and good-humored problem solver.
- Eagerness to work collaboratively in a fast-paced, team-oriented and goal-driven environment. Given that nonprofit fundraising is an evolving landscape, strategies, opportunities, roles, and responsibilities are subject to changing circumstances. Flexibility, adaptability, and proactivity are keys to success in this role.

ENVIRONMENT

- This position is 75-80% remote and 20-25% in person.