

## **TWB Mission and Values**

Together We Bake's mission is to provide a comprehensive workforce training and personal development program to help women gain self-confidence, transferable workforce skills and invaluable hands-on experience which will allow them to find sustainable employment and move toward self-sufficiency. The program revolves around a social enterprise, a small baking business in Old Town Alexandria.

Together We Bake (TWB) is dedicated to creating the infrastructure, leadership and culture needed to be a highly effective and efficient organization. Being intentional about cultivating our leadership style and organizational culture is very important. Our culture is driven by our values - Empowerment, Collaboration, Respect, Honesty, The Hustle and Quality. Value-driven decisions create organizational strength and help align behaviors with our values at all levels.

TWB is also focused on the values of Diversity, Equity and Inclusion. We work to ensure an empowering environment where program participants (Team Members), employees and Board members can be themselves, raise concerns and innovate without fear of failure. Our commitment to Diversity is evident in our hiring practices. TWB has always been committed to hiring alumni Team Members. Our very first hire was an alumni Team Member and woman of color. Currently, over 50% of TWB staff are alumni of the program.

Our commitment to Equity is evident in our employment policies. We provide a livable wage, pay total healthcare premiums and match up to 3% for our retirement plan. Another way we support Equity is that we provide flexible work hours to ensure employees can balance work and family responsibilities.

Our commitment to Inclusion is inherent in our work. We ensure that we provide a safe place where all Team Members, employees, and Board members feel accepted, valued for their differences, and empowered to participate and contribute freely.

## **Communications and Development Associate Position Description**

Reporting to the Director of Development, the Communications and Development Associate will lead communications and support development efforts as Together We Bake (TWB) continues to strategically grow and expand our resource capacity and mission.

### **Qualifications:**

**We encourage you to apply even if you do not meet all of the qualifications.**

- 0-2 years of work experience
- Commitment to our mission of empowering women
- Exceptional writing and proofreading skills; experience in developing and organizing communication materials for varying audiences
- Demonstrates excellence in organizational skills and attention to detail; ability to help drive projects to completion and multi-task
- Self-starter, dynamic and able to thrive in an unstructured environment
- Ability to work independently and remotely with a diverse team
- Experience using TikTok, Facebook, Twitter, and Instagram
- Experience with basic image and video editing skills is preferred
- Basic experience with CRM softwareSalesforce is a plus
- Knowledge of Google Ad words is a plus

### **Responsibilities:**

#### **Communications/Outreach**

- Produce marketing and communication materials for targeted audiences (donors, customers, employer partners, prospective team members)
- Write and edit monthly email newsletters, program brochures, flyers, etc.
- Update website with events and other information

- Work with staff to develop and implement strategies to improve organizational visibility, such as potential press opportunities and other public relations activities
- Prepare and/or print presentation media and materials
- Communicate with volunteers and manage volunteer activities
- Staff volunteer events as needed
- Help maintain Google AdWords Grant account
- Represent Together We Bake at external events

### **Social Media**

- Draft and schedule/post content on social media platforms, including Facebook, Twitter, Instagram, LinkedIn
- Develop and discover content for social media
- Follow and supplement the social media calendar with suggested content areas and hashtags
- Connect with like organizations/programs via social media
- Increase social media platform's audiences

### **Development**

- Support grant writing process – work with Senior staff to draft and edit proposals; research and track opportunities; manage timelines; and provide follow-up
- Assist with donor conversion and stewardship activities, such as: making phone calls; managing donor database entry; drafting donor updates; creating invitations; and writing thank you notes
- Help develop email and online fundraising strategies, campaigns and calls to action for Spring 2ACTion, Giving Tuesday, and End of Year
- Work with team to develop and execute consistent communication to cultivate and grow donor base
- Implement and monitor metrics and analysis of fundraising campaigns
- Attend Development Committee meetings and support the Committee in its activities
- Help plan and execute the Empowerment Breakfast and other special events

**Compensation and location:**

Salary is commensurate with experience, with a set range of \$45,000 - \$50,000 per year. TWB offers a robust benefits package, including healthcare and dental insurance (full premiums paid in full), a retirement plan with up to 3% of salary match, paid time off (vacation and sick leave). Flexible work scheduling is available. The job is based in Old Town, Alexandria and TWB staff currently have the option to work remotely for part of the workweek

Please email resume and cover letter to [hire@togetherwebake.org](mailto:hire@togetherwebake.org). We're looking to fill this role by early June and it will remain open until filled.