



community development partnership

Job Opportunity Director of Communications

The Community Development Partnership (CDP) seeks a Director of Communications to join our team of community development professionals and support the development and lead implementation of the organization's communications efforts.

The Organization

The Community Development Partnership leads the Lower Cape in building a diverse year-round community of people who can afford to live, work and thrive here. To accomplish our mission, we promote, develop and manage affordable housing; nurture the launch and growth of small businesses; and facilitate collaboration with business, non-profit and government partners.

Achieving our mission requires several strategies and a range of programs. Our work starts with creating affordable homes—so essential to a healthy economy, but a real challenge in communities like ours where seasonal and vacation dynamics drive the market beyond the reach of many who live and work locally all year round. We also work to launch entrepreneurs and strengthen local businesses. We believe a vibrant future depends on sustaining traditional industries and inspiring new ones, especially when they're based on renewable natural resources such as fishing and farming.

Since 1992, the CDP has been a leader in developing and delivering innovative programs that foster an economically and environmentally sustainable Lower Cape Cod community. As a community development corporation, we value economic diversity and are committed to the inclusion and participation of local area residents, business owners and leaders in setting our priorities.

Based in Orleans, MA, the CDP has an annual budget of \$3.5 Million funded through government & foundation grants, contributions from individuals & businesses and earned revenue. A staff of seventeen professionals is charged with delivering the organization's programs and the organization is governed by a 16-member Board of Directors comprised of business and community leaders.

DIRECTOR OF COMMUNICATIONS

The Director of Communications drives all aspects of CDP's communications with a clear goal: use powerful stories, data, and strong calls to action to boost CDP's visibility, deepen engagement, and acquire new supporters and donors. This role designs and executes integrated communications that:

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- Raise CDP's visibility and strengthen our brand.
- Move audiences from awareness to engagement through clear, compelling calls to action.
- Acquire new donors, supporters, and advisors.
- Helps strengthen relationships to increase first-time donors, repeat donors, advisory council members, and supporters.

Working closely with the Chief Advancement Officer (CAO), the Director of Communications develops and manages multi-channel campaigns (email, newsletters, website, social media, print, and events) and leverages outreach into concrete inbound opportunities for increased support and engagement.

The Director of Communications will work from the CDP's office located at 180 Cranberry Highway, Orleans, MA and there is an opportunity to work remotely up to 3 days per week. This is a Full-Time Exempt Position (37.5 hours/week).

Our Ideal Candidate

Our ideal candidate is an ambitious, organized, and creative communications professional who is energized by using storytelling and digital tools to get people to act. They are comfortable owning the full communications function in a small, busy nonprofit including planning campaigns, writing and editing content, coordinating with colleagues and consultants, and watching the numbers to see what's working. They are mission-driven, humble, and collaborative, and they communicate clearly while seeking alignment with colleagues, leadership, and partners.

Specific duties will include but not necessarily be limited to:

Communications & Brand Leadership

- Partner with the CAO and organizational leadership to develop and execute a communications strategy that elevates CDP's visibility and supports revenue growth and public support.
- Ensure consistent, mission-driven messaging and visual branding across all channels and materials.
- Create and maintain annual communications and content plans tied to fundraising, donor acquisition, and program goals.
- Serve as an internal editor and copy editor: write newsletters and content, draft and edit press releases, refine copy for clarity and impact, and help staff frame stories through a philanthropic and constituent-focused lens.
- Identify and help pursue thought leadership opportunities (e.g., op-eds, speaking engagements) that raise CDP's profile.

Fundraising

- Assist CAO in creating and executing fundraising campaigns, developing messaging, and using various communication channels (email, social media, website, etc.).
- Assist CAO in identifying and advancing revenue-generating opportunities.
- Assist with the execution of major events such as "Summer Evening on the Farm," and house parties ensuring successful outreach, content creation, and logistics coordination.

**Storytelling & Content Creation**

- Identify, capture, and amplify compelling stories from residents, business owners, and partners that demonstrate CDP's impact and "ripple effect" in the community.
- Build simple, repeatable systems with staff to capture stories, quotes, data points, and photos from programs on an ongoing basis.
- Translate program and impact data into concise, persuasive content for donors, policymakers, community partners, and the public.
- Write and edit content for:
 - Newsletters and email campaigns
 - Impact stories and donor spotlights
 - Press releases, op-eds, talking points, and remarks
 - Event materials, brochures, and one-pagers

Digital, Website & Social Media

- Manage CDP's website and its upcoming redesign to streamline navigation and guide visitors toward key actions (subscribe, attend, donate, partner).
- Oversee web content strategy so the site clearly communicates CDP's mission, programs, and impact and keeps priority campaigns (housing, small business, CITC, events, appeals) front and center.
- Manage, streamline, and optimize email marketing in partnership with the Advancement Coordinator, including list management, segmentation, testing, and performance tracking.
- Develop and execute CDP's social media strategy and calendar to connect constituents, supporters, and donors with one another and to generate inbound opportunities for CDP.
- Oversee the social media consultant's scheduling, posting, and basic engagement.
- Monitor metrics (open rates, click-throughs, conversions, website traffic, social engagement) and adjust strategies to improve performance over time.

Media Relations & Community Visibility

- Develop and maintain relationships with local and regional media, community partners, and communications staff at aligned organizations.
- Draft, distribute, and pitch press releases, media advisories, and story ideas that highlight CDP's work and impact.
- Represent CDP at community events, forums, and conferences when appropriate.
- Support CDP leadership and staff in preparing for public speaking opportunities and media interviews.

Other Duties

- Manage visual content by creating systems and managing assets, vendors, events
- Conduct marketing research on our constituents and supporters to stay current with meeting the needs of community
- Collaborate across departments as the "in-house" agency for our programs team; managing and aligning efforts and output by the advancement team efforts aligns with program priorities and organizational strategy.



Skills and Experience

There are innumerable ways to learn, grow and excel professionally. We respect this when we review applications and take a broad look at the experience of each applicant. We want to get to know you and the unique strengths you will bring to the work. We are most likely to be interested in your candidacy if you can **demonstrate most of the qualifications and experiences** listed below:

Required

- A college degree or equivalent experience with at least five years+ of experience in communications, marketing, or public relations (at least three years in a nonprofit or mission-driven organization).
- Superior writing and editing skills for digital and print communications (email, web, social media, print materials) and story-telling skills.
- Proven ability to plan and manage multiple projects and deadlines in a fast-paced, small-team environment.
- Demonstrated success using communications and digital channels to prompt action (e.g., sign-ups, attendance, first-time gifts, petition responses).
- High comfort level with digital tools: Microsoft Office (Word, Excel, Power Point, Outlook 365), Zoom video conferencing, Canva, website CMS, email marketing platforms (e.g., Constant Contact), social media, and basic analytics.
- Strong organizational and time-management skills with attention to detail and consistency in messaging and branding.
- Sound professional judgment and discretion when representing the organization publicly, with donors, and with community partners.

Desired

- Comfort with fundraising and donor communications in digital, group, and one-on-one settings.
- Familiarity with donor or constituent databases (Salesforce or similar CRM) and audience segmentation for campaigns.
- Experience working with consultants, designers, videographers, or agencies.
- Basic design and visual skills (e.g., Canva, Adobe Creative Suite, or similar).
- Experience managing, supporting logistics and networking at fundraising and community events.
- A passion for the CDP's mission along with knowledge of affordable housing and community development issues on Cape Cod.

Compensation: Salary range is \$79,000 to \$85,000 annually. CDP also provides a generous package of benefits including vacation and sick time, health, dental & vision insurance, and retirement benefits that include a 403(b) plan with a 4% company match. This position is exempt, full-time (37.5 hours a week).

The CDP is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, gender, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law. The CDP is committed to building a diverse staff and strongly encourages applications from minority candidates.

The Selection Process

To apply, please submit a cover letter describing your previous professional experience in detail and



illustrate how those experiences have prepared you for this position. The cover letter must be followed by a resume, combined into a single PDF.

Applications should be submitted to:

Jamie Bearse, Chief Advancement Officer

jbearse@capecdp.org.

No phone calls or letters, please. Applications will be reviewed and acknowledged on a rolling basis.

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