

District Bridges Community Engagement Coordinator Scope of Work

Organization

District Bridges is a 501(c)(3) nonprofit organization in Washington, DC with a mission to enrich neighborhood vitality by bridging community engagement and economic development opportunities so individuals, businesses, and organizations can thrive together. The first multi-Main Street model, we manage the Columbia Heights/Mount Pleasant, Lower Georgia Avenue, U Street, Logan Circle, and Cleveland Park Main Street programs that work to enhance and invigorate commercial corridors. Additionally, District Bridges develops and spearheads initiatives that offer a comprehensive approach to small business technical assistance. Through these programs, we support community-based economic development across nine neighborhoods in Northwest DC.

Project Summary

Primary Roles: Membership and Volunteer Recruitment and Management, Communications Support

District Bridges seeks a Community Engagement Coordinator (CEC) to help launch and maintain a membership and volunteer program in support and furtherance of our mission and programs. The CEC reports to the Operations Director (OD) and works closely with program staff, as well the Executive Director (ED).

Responsibilities

Membership and Fundraising

- In conjunction with the OD, create and implement a membership program for District Bridges, serving as the contact for questions, information requests, and complaints regarding District Bridges membership;
- Maintain and update membership records in Salesforce;
- Collect data, tracking membership statistics, and preparing reports;
- Developing and implementing strategies to recruit new members and maintain current members;
- Coordinating with the OD and accounting firm to track membership revenue;
- Preparing membership marketing materials; and
- Organizing digital events and activities for existing and prospective members.

Volunteers

- In partnership with OD and program staff, develop and maintain a diverse and inclusive volunteer corps, collecting information on qualifications and skills and arranging for training when needed;
- Work with the OD and program staff to assign responsibilities and communicate as appropriate, ensuring volunteers are satisfied by creating a collaborative and fun working environment; and
- Build relationships with volunteers and networks who work in areas related to District Bridges's mission and initiatives.

Communications

- In conjunction with the OD, program staff, and digital marketing firm, develop content for and help implement an external communications plan that furthers the goals of the membership program to include but not limited to:
 - Creating content for regular membership newsletters;
 - Monitoring activity on social media to promote program and recruit members;
 - Timely updates to District Bridges' website; and
 - Regular outreach to local audiences through other organizations and publications;
- Seek opportunities for District Bridges to be a partner or sponsor of other organizations' events, particularly those which serve segments of the local business community and could lead to new members.

Measurement and Evaluation

Successful completion of the contract would include:

- Launching the membership program within 45 days of start date;
- Developing and implementing one additional membership push before the end of the contract period;
- Recruiting 1000 \$50 "neighbor" memberships and 250 \$25 "student" memberships by the end of the contract period; and
- Developing a volunteer recruitment and management plan, with a focus on volunteer management in the time of COVID, that is ready for implementation by the end of the contract period.

Skills, Knowledge, and Experience

- High School Diploma or GED required
- Bachelor's degree preferred
- 1-3 years experience in fundraising, membership management, program management, volunteer management, relationship development, and/or non-profit marketing preferred
- Technically proficient, with experience in project management and CRM systems preferred
- Ability to communicate easily, respectfully, and professionally with stakeholders of all ages, ethnicities, and socio-economic backgrounds is required
- A collaborative and cooperative mindset is required

Timeline

District Bridges would enter into a contract with the CEC for 6 months to complete the measurables listed above. A transfer of the role from a 1099 contract to full-time employment with benefits and additional responsibilities in volunteer management and program support, is an option upon successful completion of the contract and adherence to District Bridges values, policies, and procedures.