FTE Position: Communications & Development Manager

About Us

VELA is an Austin-based nonprofit that believes all families of children with disabilities, especially those who experience the greatest barriers, have the right to be included, access services and support, and belong so they can create full and ambitious lives. We believe parents are their children's greatest advocates, yet navigating complex systems of education, healthcare, and community support can feel overwhelming and isolating. VELA equips parents with the knowledge, skills, and community to navigate these systems, advocate for their children, and connect with other families. Through peer-led courses, monthly support groups, individualized case management, and family events, we support families at every stage of their journey. Our services are offered at no cost, in English and Spanish, virtually and in person. VELA is a values-driven, innovative, and collaborative organization committed to advancing equity and creating opportunities for children with disabilities and their families to thrive.

Position Overview

VELA is seeking an experienced Communications & Development Manager fluent in English and Spanish to lead our communications efforts and support our fundraising goals. This role combines writing, graphic design, digital marketing, and relationship building to share VELA's impact, expand our reach, and strengthen engagement with families, partners, and supporters. Working alongside the Executive Director, this person will develop fundraising campaigns, lead donor stewardship efforts, and cultivate corporate partnerships. The ideal candidate is a strategic thinker, creative communicator, and relationship builder who thrives in a collaborative, mission-driven environment. This is a full-time, hybrid position combining in-office work in South Austin with remote work.

Key Responsibilities

Tell VELA's Stories: Collect and share compelling stories that highlight families' experiences and VELA's impact. Create mission-driven content, including blog posts, storytelling materials, and graphics designed in Canva.

Build and Engage Our Community: Manage VELA's social media, Wix website, and Mailchimp communications, including content planning, posting, website updates, newsletters, email campaigns, and audience engagement to connect with families, partners, and supporters.

Grow Our Reach & Impact: Collaborate with the program team to support parent recruitment and engagement. Plan and execute targeted digital marketing through Google Ads, Meta Ads, and other channels to increase awareness, drive program registrations, and inspire giving. Use analytics to measure results and improve campaign effectiveness.

Steward Donors: Maintain VELA's donor database, track gifts and donor information, and manage timely acknowledgments, personalized communications, and ongoing donor relationships.

Advance Fundraising: Partner with the Executive Director to develop and implement fundraising campaigns, including Amplify Austin and year-end giving; engage donors and secure sponsorships for Be the Light, VELA's annual fundraiser; and cultivate corporate partnerships and sponsorship opportunities for VELA's Annual Family Event and other organizational initiatives. Manage related event communications and donor follow-up.

Requirements & Qualifications

- Fluency in English and Spanish required, with excellent written and verbal communication skills in both languages. Native or near-native Spanish fluency preferred.
- Demonstrated proficiency with Canva, Wix, and Mailchimp required, including graphic design, website updates, and email marketing campaigns.
- Professional experience in communications, marketing, or related work, preferably in the nonprofit sector.
- Strong writing, storytelling, and graphic design skills, with the ability to create compelling content for diverse audiences.
- Experience managing social media and digital marketing campaigns, including developing strategies and evaluating results.
- Strong strategic thinking, relationship-building, and project management skills, with the ability to work independently and collaboratively.
- Experience with Google Ads, Meta Ads, and donor databases or CRM systems preferred.
- Experience in fundraising, donor stewardship, or corporate partnerships preferred.
- Commitment to VELA's mission, values, and strengths-based approach to advancing equity for families of children with disabilities.
- Lived experience connected to VELA's mission is a plus.

Compensation & Benefits

This is a full-time, salaried position with an annual compensation range of $65,000–$70,000, depending on experience and qualifications. This amount includes a $300 monthly healthcare stipend. VELA offers a supportive, collaborative work environment that values flexibility, work-life balance, and professional growth. Benefits include:

- Three weeks of paid time off annually
- Six paid sick/mental health days
- Paid federal holidays
- Paid organizational closures: one week for Thanksgiving, two weeks during the December holidays, and one week for spring break
- Flexible working hours and a hybrid schedule combining remote work with in-office collaboration in South Austin
- 401(k) retirement savings plan
- Professional development opportunities

How to Apply

Interested candidates should email their resume and cover letter to maria@velafamilies.org with the subject line VELA Comm and Development Mgr**.** Please include work samples demonstrating your experience in graphic design, writing, social media, email marketing, and/or digital campaigns. No phone calls, please. VELA is an equal opportunity employer committed to diversity and inclusion. We encourage individuals from all backgrounds to apply.