



Validation Training Institute, Inc.

Connecting heart to heart with older adults
a non-profit, tax exempt company

Validation Training Institute Overview:

The [Validation Training Institute](#) (VTI) is a non-profit organization that advances knowledge, values, education and research rooted in the Validation method. The objective is to nurture respect, dignity and well-being in the lives of older adults experiencing age-related cognitive decline and their caregivers. Our vision for the future is that every older adult experiencing age-related cognitive decline, and their caregiver, can feel the joy and love of meaningful communication.

Position Overview:

As the Development and Communications Manager (DCM) you will report directly to Vicki de Klerk-Rubin, VTI's Executive Director. You will support VTI in two areas: executing a digital marketing strategy and assisting with general operating fundraising.

This is a remote position (no visa required for applicants living outside the United States). You will work varied hours per week for a total of 20 hours each month at a rate of \$60 per hour.

As the DCM, you will attend the quarterly VTI board meeting to report on progress and meet for 30 minutes each week with VTI's Executive Director via Zoom to report progress on projects. You will be an independent contractor responsible for your taxes and insurance and this is in no way construed to be an employee of VTI.

Duties and Responsibilities:

- In partnership with VTI's ED, assist with the implementation of the existing outreach and marketing strategy and make improvements as needed
- Manage VTI's social media channels including Facebook, LinkedIn, Twitter and YouTube (includes writing the copy for posts)
- Lead a monthly marketing meeting with VTI's ED and Manager
- Work with VTI's webmaster to coordinate the marketing of new products from idea to online presence, including assisting with copy for landing pages
- Publish blogs as needed via WordPress for VTI's website
- Plan and implement VTI's annual Fall Fundraiser campaign to raise \$20,000 to support general operating expenses using GoFundMe or similar online charity tool

Validation Training Institute, Inc.
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Executive Director
Vicki de Klerk-Rubin

President
Frances Bulloff

Founder:
Naomi Feil

Secretary
Kevin Carlin, MS

Treasurer
Edward G. Feil, Ph.D.

- Write, edit and publish the bi-monthly VTI newsletter using the platform Mailerlite in partnership with VTI's ED
- Keep VTI's Guidestar Charity page up to date
- Assist with creating promotional materials including flyers
- Assist VTI's ED with the Endowment Fund campaign
- Create and send email messages in Mailerlite to help sell products

Qualifications and Skills:

- A bachelor's degree or equivalent experience
- Minimum of 3-5 years of paid, full-time experience working in fundraising and/or communications preferably in a cause-driven nonprofit organization
- Experience working with an organization that serves individuals globally
- Organizational skills, attention to detail and problem-solving skills
- Experience with basic office software including MS Word, Excel, and PowerPoint
- Experience with Zoom, Canva and Survey Monkey
- Basic knowledge of Wordpress
- Excellent written and oral communication skills
- Ability to work remotely and independently using Zoom video for communication and collaboration with VTI staff and board members
- Ability to speak and/or read in more than one language is a plus but not required
- Podcast experience a plus

Please send your cover letter and resume to Vicki de Klerk-Rubin at: vdeklerk@vvalidation.org

