

ROWAN HELPING MINISTRIES
JOB DESCRIPTION

DIRECTOR OF COMMUNITY RELATIONS

GENERAL RESPONSIBILITIES

The Director of Community Relations is responsible for communicating the mission of Rowan Helping Ministries, sharing our good work, and recruiting the engagement of the community in service and financial support of our work in the community. Key to this effort is the development, connection and mobilization of Rowan Helping Ministries' most valuable resources when it comes to fulfilling the overall mission - it's volunteers. Furthermore, the Director of Community Relations will serve as an ambassador for to the community, collaborating with other organizations, the faith community, businesses and schools to identify needs, with the goal of developing, mobilizing and connecting volunteers and donors. This is a full-time, exempt salary position that reports directly to the Executive Director. This position is eligible for benefits.

The duties and responsibilities of this position require approximately 40-45 hours per week. The hours must be flexible to meet the needs and demands of the program.

FUNCTIONAL RESPONSIBILITIES

- Community Relations and Communications
- Donor and Volunteer Development
- Product donation Procurement
- Fundraising Campaigns & Special Events

SPECIFIC RESPONSIBILITIES

- Support the Executive Director in community relations efforts to maintain close relationships with the local community, church, and governmental leaders. Includes scheduling Executive Director for speaking and public relations engagements and filling in as needed.
- Develop and implement a comprehensive, community relations program including recruitment of volunteers, development of community relationships with churches, civic groups, schools and other community organizations, and obtain resources necessary to fulfill Rowan Helping Ministries mission.
- Oversee schedule and actively seek opportunities to conduct tours of the facility for interested individuals and groups and interpret programs and services provided.
- Develop external communication plans in conjunction with external vendor and effectively execute plans that enhance community awareness and increase community participation and support.
- Oversee and provide content to external vendor relationships to deliver quality and current Rowan Helping Ministries website and communications via social media and print materials. Develop, manage, and execute an annual editorial plan for communications and fundraising.
- Provide oversight of all fundraising activities and special events to create and deliver successful fundraisers and special events.
- Serve as liaison to Resource Development, Volunteer and Church committees.
- Effectively direct and manage the Resource Development team.
- Revitalize church/faith-based partnerships by providing oversight in the development of volunteer talent and training (i.e: talent and gifts assessments), while assisting in the

mobilization and connection of volunteers to opportunities with both Rowan Helping Ministries and other non-profits serving Rowan County.

- Coordinate with the Director of Crisis Assistance and Food Program the annual Postal Food Drive, Trick or Treat so Other May Eat & Scouting for Food and other special project food drives.
- Assist in developing and maintaining annual budget for Resource Development & Community Relations.
- Establish and maintain effective working relationships with volunteers, clients, staff, community organizations, news media and the general public.
- Local travel.
- Performs other related work as assigned by the Executive Director.

GENERAL REQUIREMENTS

Should be able to stoop, lift up to 10 lbs. and consistently maneuver within the office area. This position will work primarily indoors and may be repetitive motions and long periods of sitting. However, person should be mobile to access various environments. Required to stand and walk but also must be able to sit and talk or listen. Must be able to effectively communicate verbally and in writing.

EDUCATION AND EXPERIENCE

Must be at least 21 years old, possess a four-year degree in social services, public relations or human services field and three years of experience in volunteer management preferably with a non-profit organization. Must possess a minimum of 5 years supervisory experience.

Must be compassionate and able to work with diverse people and establish rapport with clients, volunteers and staff. Strong organizational and administrative skills. Be a good listener with a friendly, understanding, empathic, and non-judgmental attitude. Works as part of a team. Able to analyze problems and identify alternatives. Must demonstrate leadership and interpersonal skills and the ability to motivate a wide range of people. Knowledgeable of community resources. Able to work under pressure and consistently meet deadlines. Computer literate. Able to adapt in a fast-paced environment. Must possess vehicle and valid North Carolina driver's license.

Direct Reports:

Volunteer Manager (1 full time)

Resource Development Coordinator (1 full time)

Grant Writer/Writer (1 full time)

Website and Social Media Communications (external vendors)