



POSITION TITLE: COMMUNITY RELATIONS SPECIALIST
DEPARTMENT: COMMUNITY RELATIONS
REPORTS TO: DIRECTOR OF DEVELOPMENT
CLASSIFICATION: EXEMPT, FULL-TIME

Reporting to the Director of Development, the Community Relations Specialist is responsible for handling community relations and communication efforts. He/She is also responsible for smaller community events and assist with planning and executing large fundraising events.

RESPONSIBILITIES:

- Interact with all LifeNet4Families staff to identify community awareness and engagement opportunities.
- Responsible for all aspects of creating and disseminating the quarterly newsletter and annual report.
- Create visual presentations for meetings and other activities.
- Write press releases and develop relationships with media for regular consideration of material submitted.
- Disseminate information about volunteer opportunities through all appropriate media, such as the web site, e-mail groups, and newsletters.
- Respond to web inquiries and requests for information.
- Establish and cultivate relationships with community businesses and organizations willing to donate goods and services.
- Manage and update donor database.
- Track philanthropic requests, pledges, and contributions.
- Send appropriate documentation to process credits to donors.
- Make presentations to donors and relevant community members/organizations.
- Assist with fundraising event planning and execution.
- Compose and upload website and social media content.
- Develop media and donor kits (online and print media).
- Handle online mailings such as invitations, solicitations and newsletters.
- Identify resources that may be useful for volunteer recruitment.
- Manage Community Relations Coordinator.
- Handle other duties as assigned.

QUALIFICATIONS:

- Bachelor's degree in related area preferred
- At least 3 years supervisory and/or volunteer coordination experience
- Computer Proficiency: Word, Excel, Publisher, PowerPoint and Access, Adobe Photoshop, Canva
- Demonstrated ability to plan and organize concurrent activities.
- Previous experience with non-profit fundraising strongly preferred
- Experience working in deadline-driven environment.

Skills:

- Strong communication (written/verbal), relationship-building, organizational, interpersonal and problem-solving skills
- Graphic design, database management, website management, social media management