

CASTLE Job Description

Job Title: Community Relations Specialist	Program: Administration	Date Created or Reviewed: 06/29/16
Reports To: Executive Director	FLSA Status: Exempt	Schedule: Full-time



BASIC FUNCTION

This position assumes primary responsibility for CASTLE's interaction and relationships with the community, including special events, media relations, affiliation with civic groups, and other community events. Responsible for organizing and engaging in activities designed to meet CASTLE's fundraising goals through attending community events and conferences, contacting corporate representatives, government officials, or community leaders.

SUPERVISORY RESPONSIBILITY

Supervision of assigned volunteers.

PRINCIPAL ACCOUNTABILITIES

Organize and engage in promotional activities, including, but not limited to, speaking engagements, media interviews, and community fairs and fund raising activities.

Coordinate and execute fundraising events for CASTLE that align with the Strategic Plan. Follow up with communication, appreciation, awards, and other components specific to fundraisers. Spreadsheets must be updated during event planning and post-event debriefing.

Administer an effective outreach campaign that includes effective media engagement and working with CASTLE team to provide/coordinate ongoing speeches and presentations to civic groups, schools, providers, and other groups.

Coordinate the annual CASTLE Memory Fields in designated territory, including securing guest speakers, providing logistics, obtaining location options, and inviting dignitaries and media; follow up communication with attendees or provide thank you notes.

Contribute content for newsletter to be distributed in accordance with the media plan. Present proofs and updates at regular management meetings.

Assists with the design and coordination of producing publications, brochures, and agency promotional material.

Develop and maintain positive, professional relationships with other agencies, funders, collaborative agencies, and the community. Maintain an electronic list of contacts in the community.

Participate in regularly scheduled management meetings and team meetings.

Update Outlook calendar with all prospective appointments and visits.

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Access and obtain available resources from foundations, corporations, agencies and other possible sources of funding to support fundraising events.

Maintain open lines of communication with senior management staff.

Work closely with senior management and members of the Board of Directors to achieve agency goals.

Maintain current volunteer list. Coordinate volunteer recognition events.

Serve on appropriate committees as assigned.

Perform other duties as assigned by the Executive Director.

CORE COMPETENCIES

- Professionally maintain confidential information and client confidentiality at all times.
- Possess a clear understanding of the Florida statute on mandatory child abuse reporting requirements. Report child abuse to the abuse registry and following incident reporting procedures, whenever occurs or suspected.
- Understand and comply with the National Association of Social Workers Code of Ethics. Understand and comply with the Association of Fundraising Professionals Code of Ethics and Donor Bill of Rights.
- Maintain the positive, professional image of the agency through demeanor, actions, dress, and behavior at all times. Ability to promote and convey the vision and mission of CASTLE.
- Solid problem solving, decision making, and high quality results driven skills.
- Strong computer skills and excellent written and verbal communication skills. Proficient in graphic design skills.
- Outgoing with strong people oriented skills and ability to work independently.

QUALIFICATIONS

- Bachelor's degree in a related field or Certified Fundraising Executive (CFRE) and two years of direct experience required.
- Extensive knowledge of non-profit organizations. Marketing experience is preferred.
- Valid Florida driver's license, proper insurance, and reliable transportation required.

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PHYSICAL AND ENVIRONMENTAL CONDITION

- Ability to regularly lift and/or move 25 lbs.
- Ability to travel required.
- On-site work in the office is required. Availability for occasional evening or weekend event participation required.

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Name: _____ Date: _____

PERFORMANCE GREATER THAN SATISFACTORY

To achieve an evaluation greater than satisfactory, in addition to the attached list of duties and responsibilities, an employee in this position should accomplish the following:

- ✓ Organize and attend local community outreach efforts.
- ✓ Maintain strong media relationships.
- ✓ Organize a volunteer core that assists with the public relations efforts with CASTLE.
- ✓ Work as a team member with management and program staff.
- ✓ Consistently meet deadlines and maintain updated files and computer entries.
- ✓ Consistently complete assignments accurately, in a timely manner.
- ✓ Maintain a high standard of attendance and dependability.

I have read and understand the responsibilities of this job. I have also had the opportunity to ask questions regarding this position and have received a copy of this job description. I understand that the CASTLE may change this job description at any time. I certify by my signature that I am able to meet the requirements of this job. I will require the following accommodations (if any) to complete this job in order to meet the requirements of this position:

Signature

Date

To apply, please send a cover letter and your resume to Brent Pierce at bpierce@castletc.org.