**General Summary of Duties:** Interpret the mission, vision, needs and opportunities of [CHC] to community leaders, prospective donors, and consumers; Responsible for enhancing the market share and image of [CHC] through public relations, communications, advertising, promotions local and, where relevant, national partnerships; Cultivate corporate donor relationships and contributions; Manage board approved special events; Develop opportunities for external support for the organization as well as overseeing activities with a fund-raising focus, with support and coordination from the Development Department; and in conjunction with the Executive Director and Development Committee is responsible for developing strategies, setting goals, planning, implementing and evaluating all fundraising programs, including, but not limited to individual, small business gifts, planned giving and corporate partnerships

**Supervision:** Directly supervises all staff and volunteers assigned to the Marketing/PR Division of the Development Department. Serves as staff for the Marketing/PR Committee. Works closely with the Board, Resource Development Committee and the staff. Reports to the Executive Director.

**Essential Responsibilities:**

1. Develop and manage internal and external public relations and marketing efforts designed to increase the organization’s exposure within targeted publics and the general community;
2. Communicate organizational objectives, achievements and events through the use of, but not limited to, local, regional and national press, Internet, broadcast media, in-house publications and other specialty communications;
3. Plan appropriate strategies for promoting community affairs and fundraising events;
4. Create media materials emphasizing a consistent portrayal of [CHC], its mission and its values in all graphic and copy design;
5. Build and maintain good working relationships with key media contacts;
6. Cultivate corporate donor relationships and contributions;
7. Manage board approved special events;
8. Attend community functions, conferences and meetings as directed by the Executive Director.

**Skills:**

1. Ability to work independently and as part of a team;
2. Knowledge of both the state and national philanthropic community;
3. Excellent written and verbal communication skills;
4. Proven ability to work effectively with board of directors;
5. Strong interpersonal skills; evidence of excellent relationship-building and maintenance;
6. Self-starter with the ability to juggle multiple projects and deadlines simultaneously;
7. Outstanding problem solver; flexible and adaptable to change;
8. Strategic thinker who can communicate and implement the vision/plan for growth of the organization;
9. Strongly prefer experience managing major individual fund raising campaigns;
10. Prefer previous experience planning and organizing fund raising events;
11. Familiarity with Microsoft Office Professional (including Publisher and Access db), Photoshop and Visio; and
12. Experience in estate planning a plus.

**Qualifications:**

* Personal commitment to the organization’s mission and values;
* Advanced extensive and documented experience in fund development and marketing for non-profit, tax-exempt organization(s);
* Experience working with media and public relations projects;
* Excellent oral and written communication skills;
* Ability to work with diverse publics;
* Ability to work flexible hours.
* Valid Driver’s License

**Education:** BS degree, or equivalent, in related field

**Experience:** Minimum 5 years of related experience

**Physical Demands & Work Environment:** Lifting, bending, reaching, pushing, carrying, sitting, vision corrected in normal range, hearing corrected in normal range. Exposure to infectious diseases; potential exposure to physical violence. 100% indoor work conditions. May be exposed to cold/heat controls, close contact with sick people.

**Machines/Equipment:** Computer, postage machine, fax, copier, calculator, multi-line telephone