

## Outreach/Development Specialist Job Description

1. Together with the Executive Director develop, execute, and enhance the Strategic Plan portions approved by the Board of Directors each year. These include but are not limited to the following:

- Promote the organization in a way that increases donors, patients, volunteers, employees, and church partners, as well as business and charitable organization partners in the community.
  - a. Develop and direct marketing programs for effective Public Relations, including but not limited to effective online, social media, event and direct print/mail related to outreach/promotional arenas.
  - b. Develop, direct, and evaluate all aspects of the Vision Tours including scheduling, guest invitation, event coordination and follow-up.
- Develop, maintain, and oversee systems and events that initiate and develop relationships with existing and new donors.
  - a. Develop, direct, and evaluate all aspects of donor cultivation.
    - i. Acquire and maintain relationship with major individual donors.
    - ii. Acquire and maintain relationships with funding corporations, underwriters, and foundations.
  - b. Develop, direct, and evaluate all aspects of enhancing church partner relationships.
  - c. Develop, direct and evaluate all aspects of fundraising events such as, but not limited to, the Walk for Life, Baby Bottles, Annual Fall and Spring Fundraiser events.
- Develop, maintain, and oversee systems and events for acquiring and maintaining a corps of volunteers necessary to support organization-wide operations.
- Develop and maintain a system of compliance for out-of-state donation requirements needed at state and federal levels including necessary verbiage, notifications, etc. required for each state, as well as an effective method for verifying/updating requirements.

2. Self-evaluate the effectiveness of the above-described items.

- a. Coordinate all O/D activities within approved budget guidelines.
- b. Review financial success of events, programs and other outreach and be active to suggest/employ improvements.
- c. Participate with Executive Director in creating income/expense projections for fundraising and other O/D activity for the preliminary annual budget each year.

3. This position has variable hours but will generally be 24 hours per week. During event planning and execution, more hours may be needed. In between events, less hours are needed. Compensation is commensurate with experience. The following experience is preferred and suggested:

- a. Event Planning and execution
- b. Marketing experience such as social media, graphics and website management expertise
- c. Good personal interaction skills
- d. Knowledge of Excel, Word and Adobe Photoshop programs
- e. Videography experience a plus!
- f. Creativity