



Job Description

Job Title:	Community Relations and Communications Manager
Department:	Development and Mission Advancement
Reports To:	Vice President of Development and Mission Advancement
FLSA Status:	Exempt
Updated Date:	1/19
Approved By:	President/Executive Director
Approved Date:	1/19

JOB SUMMARY: The Community Relations and Communications Manager leads efforts to cultivate, steward, engage, inform, communicate with, and activate stakeholders, the Board, the community, donors, supporters, partners, and volunteers to fulfill and sustain the mission of Coburn Place. The Manager represents the core values and mission of the organization and is a member of the management team. The Manager may serve as a spokesperson for Coburn Place in the absence of the Executive Director.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

1. Develops and implements best-practices and processes for non-profit branding, public relations, community engagement, marketing, media, and communications.
2. Serves as the liaison to the media and manages the media strategies for Coburn to maximize earned or purchased opportunities. Arranges the appropriate and relevant person (with overall approval by the Pres/ED) for media interviews/statements.
3. Creates, manages, and measures outcomes-based strategic plan and content calendar with metrics for communications, social media, website, marketing, media and public relations which significantly enhances Coburn Place's recognition, community branding, and image in Central Indiana, and at the state and national levels. Develops strategies and metrics in conjunction with the Development VP and the Pres/ED. Provides monthly metric reports to Dept Director, Pres/ED, and Board of Directors.
4. Creates, posts and provides oversight to Coburn's approved social media and website content. Manages and measures engagement and interactions with Coburn's social media presence in a manner that aligns with the company's mission, values, and philosophy. Ensures the Coburn policies regarding social media are followed. Works with Data & Tech Manager to ensure the website template is relevant and engaging and domains are kept current and protected.
5. Creates, develops, and is overall responsible for graphics, photography, and video design elements which promote Coburn's mission, message, and brand. Establishes proprietary ownership when possible.
6. Gathers success/impact stories and likeness from staff, survivors, volunteers, donors, and stakeholders ensuring media/information releases are in place indicating permission to use.
7. Creates and designs direct mail and/or electronic mail appeals, rotating email signatures, newsletters, annual report, thank you letters/notes, social media content, news releases, opinion editorials, graphic design pieces, website content, and any other marketing, visual (video/photography), or print related material while ensuring the voice/language/point of view of



Job Description

Coburn is appropriately conveyed according to the mission, vision, and values. Ensures the protection of Coburn's proprietary materials and brand.

8. Works with Office Manager and Data & Technology Manager to ensure the timely, accurate, and seamless distribution of direct and electronic mail, newsletters, gratitude/thank you, stewardship, and/or solicitation materials according to segmentation designation for intended communications.
9. Frequently communicates with stakeholders (board, staff, clients/former clients, and funders/supporters/donors) including expressions of gratitude, recognition, condolences, congratulations, and appreciation that include mailings, letters, cards, small tokens, newsletters and reports.
10. Serves as the internal liaison to the Ambassador Group (speakers' bureau) and works with it to develop content for, schedule presentations and awareness events to and for a diverse and broad array of opportunities that align with Coburn's mission and intended audiences. Recruit, engage, manage, train, set metric goals and measures for the overall Ambassador Group.
11. Develops, implements and evaluates an outcomes-based community engagement plan designed to:
 - Engage individuals and familial, corporate, civic, and faith-based groups to donate (or discount) their time, talent, services, items, and resources.
 - Moves-manage existing volunteers and in-kind donors into financial donors when authentic to the desire of the volunteer.
 - Create and conduct opportunities for community engagement and awareness, based on field research and local interest trends, including: Coburn Conversations, annual Open House, facilities tours, Indigo (Coburn's Young Professionals group), Coburn Ambassadors, third-party events, volunteer recruitment, Wish List drives, presentations and awareness events about Coburn Place and/or interpersonal abuse related/intersectional topics.
12. Schedules and conducts community presentations and awareness events about Coburn Place and/or interpersonal abuse related/intersectional topics incorporating relevant CP staff, CP Ambassador, Board member, volunteer, or community presenters/speakers.
13. Creates (in conjunction with the Volunteer Coordinator, the Office/Inventory Manager, and with input from other departments) and publishes Wish Lists to recruit needed items and services. Communicates the when and how in-kind donations occur according to intake/handling processes established by Office/Inventory Manager. Refers item donation pledges to Office and Inventory Manager for scheduling of drop-off/pick up and inventory handling/processing. Refers inkind service/discount pledge to appropriate Dept head. Ensures pledge/donation is documented for gratitude/stewardship/acknowledgment process.
14. Oversees volunteer engagement efforts by:
 - Managing the Volunteer Coordinator to recruit, orient, train, and assign volunteers.
 - Ensures an ongoing volunteer recognition and retention program is provided.
 - Identifies opportunities for volunteers and resources and communicates these prospects to staff.
 - Actively engages program volunteers by providing adequate supervision and job-related training.



Job Description

- Maintains knowledge and awareness of volunteer policies and procedures.
- 15. Ensures compliance with ICADV/ICJI established Peer Review standards regarding volunteer management, community engagement, and communications.
- 16. Participates in the Board's Development and Marketing Committee(s).
- 17. Represents Coburn in relevant community work groups and committees.

SUPERVISORY RESPONSIBILITIES: This job supervises the Volunteer Coordinator and community relations and communications related individual and group volunteers and interns. Incumbent carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; scheduling and approving time worked; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

QUALIFICATIONS: To perform this job successfully, an individual must be able to perform each essential duty according to the requirements of Coburn Place. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties and responsibilities.

COMPETENCIES:

Organization-related Competencies – To perform this job successfully, all employees of Coburn Place should demonstrate the following competencies;

Customer Service – Manages difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.

Teamwork – Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of Coburn Place above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.

Organizational Support – Follows policies and procedures; Completes administrative tasks correctly and on time; Supports Coburn Place's goals and values; Benefits Coburn Place through outside activities; Supports affirmative action and respects diversity.

Oral/Written Communication – Speaks clearly and persuasively in positive or negative situations; Lists and gets clarification; Responds well to questions; Demonstrates group presentation skills and participates in meetings; Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

Job-related Competencies – To perform this job successfully, employees should demonstrate the following competencies;

Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.



Job Description

Quality - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.

Adaptability - Adapts to changes in the work environment; Manages competing demands; changes approach or method to best fit the situation; Able to deal with frequent change, delays or unexpected events.

Creative and Innovative Thinking - Sees opportunities for creative problem solving while staying within the parameters of good practice. Generates unique but workable and useful solutions to difficult problems.

Dependability - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals. Completes tasks on time or notifies appropriate person with an alternate plan.

EDUCATION and/or EXPERIENCE: Bachelor's Degree (B.A./B.S.) in communications, marketing, journalism, volunteer management, public relations, or other related field; and two plus year's related experience and/or training; or equivalent combination of education and experience is required. Previous media relations, social media management, and communications experience is required. Previous experience in a non-for-profit environment where working with a Board of Directors was essential to the operations of the organization is desired.

LANGUAGE SKILLS: Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to write speeches and articles for publication that conform to prescribed style and format. Ability to effectively present information to top management, public groups, and/or boards of directors. Ability to write and communicate persuasively.

MATHEMATICAL SKILLS: Ability to work with mathematical concepts such as probability and statistical inference, and fundamentals of plane and solid geometry and trigonometry. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

REASONING ABILITY: Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

CERTIFICATES, LICENSES, REGISTRATIONS: A valid Indiana driver's license and a satisfactory MVR is required for this position. CPR and First Aid certification are required and training in bloodborne pathogens and universal precautions is required. A clear DCS history, and clear criminal and sex offender background checks is required. E-Verify is required.

OTHER SKILLS AND ABILITIES: Computer software skills required include: Microsoft Outlook, Word, Excel, PowerPoint, Adobe, and database management (such as Bloomerang, Volgistics,). Ability to operate a printer, copy machine, fax, scanner and other office equipment is desired. Ability to type is



Job Description

required. Incumbent must have the ability to adapt and conform to shifting priorities and demands and execute accordingly. Paying close attention to detail is essential.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties and responsibilities.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. The employee frequently will stand; walk; and lift and/or move up to 50 pounds. The employee occasionally will climb or balance; stoop, kneel, crouch or crawl; and taste or smell.

Specific vision abilities required by this job include close vision (clear vision at 20 inches or less), distance vision (clear vision at 20 feet or more), color vision (ability to identify and distinguish colors), peripheral vision (ability to observe an area that can be seen up and down or to the left and right while eyes are fixed on a given point), depth perception (three-dimensional vision, ability to judge distances and spatial relationships), and the ability to adjust focus (ability to adjust the eye to bring an object into sharp focus).

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties and responsibilities.

While performing the duties of this job, the employee occasionally is exposed to working near moving mechanical parts, the risk of electrical shock, fumes or airborne particles, toxic or caustic chemicals and outdoor weather conditions when traveling away from the office for meetings, seminars, etc. The noise level in the work environment is usually moderate.

This job description has been approved by all levels of management. Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

SIGNATURES:

Incumbent's Signature	Incumbent's Printed Name	Date
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Executive Director's Signature	Executive Director's Printed Name	Date
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