

Shore Community Services, Inc.

Job Description

Job Title

Communications and Events Manager

Division

Administration

Reports to

Chief Philanthropy Officer of Shore Community Services, Inc (hereinafter the "Organization")

Supervises

As assigned

General Description

- A. Manage Shore's signature annual donor events.
- B. Promote Shore on social media and at events within the community.
- C. Implements general responsibilities.

Qualifications-Education or Equivalent

Bachelor's Degree in a nonprofit management, communication, public relations or marketing or other related undergraduate degree.

Qualifications-Experience or Equivalent

Minimum of three-year full-time professional experience in fundraising in human services field.

Qualifications-Abilities

- Writing donor materials/mailings to raise funds.
- Solicitation of donors and corporations for gifts and sponsorships.
- Knowledge of CRM donor database system (i.e. Raiser's Edge or Donor Perfect)
- Knowledge to effectively use social media platforms like Facebook, Instagram and LinkedIn.
- Ability to effectively utilize various automated and online donor registration and donation programs.

Qualifications- Skills

- Excellent written and oral communications.
- Mastery of MS Word/PowerPoint - Working knowledge of MS Excel
- Knowledge of donor cultivation best practices
- Knowledge of effective annual giving strategies.
- Knowledge of donor CRM database (Donor Perfect or Raiser's Edge)
- Skilled in social media marketing.
- Knowledge in online/electronic donor registration and giving platforms

Qualifications-Physical Requirements

Sits, walks, bends, lifts, pushes.

Qualifications-Licenses/Certifications

Valid Driver's License and automobile liability insurance

CFRE designation preferred but not required.

Special Equipment / Clothing

Professional attire.

Access to vehicle.

The Communications and Events Manager is responsible planning and obtaining donor support and sponsorships for Shore's two signature annual events:

- Annual Spring Benefit
- Annual Golf Outing

As well as various specialized donor cultivation events. The Manager is also responsible for social media and website marketing, as well as attending community events to promote the work of the Organization.

Essential Duties

A. Plan and implement public relations

1. Coordinates photos for Organization publications and news releases, including collection of photo releases
2. Writes articles for Organization newsletters and Annual report.
3. Write letters and speeches for Board members and staff, as requested.
4. Serves as Shore Social Media Liaison. Create social media strategy.
5. Updates website and social media, as needed.
6. Send out email newsletters.
7. Participates in after-hours meetings and events as required.
8. Work with program divisions to plan Organization-wide social events for donor engagement, i.e. Fashion Show, Play, Holiday Gifts, etc.
9. Arrange and provide tours and speeches for local businesses, donors, organizations and individuals.
10. Coordinate media coverage of newsworthy updates. Maintain files of Shore related articles.
11. Ensure timely adherence to all internal and external deadlines for events, communications, and fundraising calendars.

B. Support donor cultivation, solicitation and stewardship activities that support annual giving.

1. Prepare letters for annual direct mail campaign (Annual Appeal).
2. Coordinate donor stewardship activities including (donor appreciation calling sessions).
3. Seek new corporations/individuals to increase annual giving support.
4. Assist with researching foundations and writing grants as needed.
4. Utilize and update information in donor database.
5. Coordinate volunteer opportunities.

C. Manage Shore's signature annual donor events.

1. Plan and implement all aspects for Shore's Annual Golf Outing and Spring Benefit.
2. Contact businesses, organizations and individuals to solicit donations of funds, services and products.
3. Research potential funding sources for underwriting events.
4. Collaborate with Chief Philanthropy Officer to ensure the success of the special events.
5. Facilitate ongoing relationships with local organizations that support Shore, i.e. Kiwanis Club of Evanston, Knights of Columbus councils, etc.

6. Serve as staff liaison to the Spring Benefit and Golf volunteer committees to achieve fundraising goals.
7. Work to maintain a positive, motivating work environment.
8. Recruit, train and coordinate volunteers to serve in various capacities to further Shore's mission.
9. Maintain records of volunteer activities and hours throughout the Organization.
10. Provides supervision to volunteers and interns as assigned

D. Implements general responsibilities.

1. Complies with all agency and external authority policies, procedures, rules and guidelines.
2. Maintains confidentiality of personnel, persons served and advocates.
3. Emphasizes safety rules and procedures including Universal Precautions.
4. Recommends risk prevention strategies.
5. Reports suspected or known misconduct, including fraud, abuse or waste by staff or volunteers in accordance with Corporate Compliance requirements.
6. Reports suspected abuse, neglect or financial exploitation of persons served in mandated timeframes.
7. Participates in training to upgrade skills.
8. Maintains organized, clean, functional work space and equipment.
9. Serves as appropriate role model.
10. Performs other duties as assigned.

Non-Essential Duties

Medium to heavy lifting or carrying of materials and equipment.

This job description may be modified at any time at the discretion of the Agency. This is not intended to be a complete listing of all responsibilities and duties of this position, but rather a representative sample of the work to be done.

DS , 1/24/2019, 3/17/2019, 3/18/2019, 6/6/2019, 2/7/2024, ER 5/28/24