

FAMILY SERVICE CENTER JOB DESCRIPTION

JOB CODE:

JOB TITLE: Director of Community Relations

CREATION DATE: 09/01/2023

REVISION DATE:

FLSA STATUS: Exempt

JOB SUMMARY:

The Director of Community Relations is a position that manages, designs, and develops the strategy designed to promote and represent the organization and brand as a socially responsible force in the community. This position works with the Senior Director of Business Relations and other Program Directors to engage, support, and partner with all of the communities in Galveston County as well as surrounding. Works to increase and enhances agency visibility by cultivating relationships with key community, state and national stakeholders. The function of this position is to increase community awareness and fundraising funding for the agency. Excellent interpersonal skills are a must, and a need to be a team-player to build rapport with various community groups and organizations.

ESSENTIAL OBJECTIVES OF THIS ROLE:

- Develop a strategy for building and maintaining programs and activities that will have a positive impact in Galveston County and surrounding communities.
- Build and maintain relationships with members of the Galveston County and surrounding communities, key individuals, and other organizations.
- Serve as a point of contact for neighboring businesses, institutions, and Galveston County and surrounding communities.
- Be the principal ambassador for the company, responsible for sharing its vision with the Galveston County and surrounding communities.
- Serve as a mentor to junior staff members and assist with their professional development to ensure alignment with the company's strategic initiatives.

ESSENTIAL JOB FUNCTIONS:

- Perform market research and analysis to help define our initial market and potential business partner requirements.
- Understand and successfully articulate FSC's competitive advantage that will eventually translate to persuasive approaches and pitches to business partners.
- Identify and meet potential business partners by growing, maintaining, and leveraging network.
- Develop a pipeline of new corporate partners and eventually maintain strong client relationships with existing customers.

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- Screen potential deals by evaluating requirements, priorities, goals and potential risks.
- Develop negotiating and closing strategies.
- Determine success metrics to monitor and report progress against goals.
- Create an evaluation process to gain feedback on our programs and businesses
- Develops and implements annual fundraising plan and is responsible for organizing and overseeing special events.
- Creates and executes a strategy for identifying, developing and sustaining a large base of annual individual donors.
- Develops and maintains ongoing relationships with major donors and prospects.
- Develops and implements a stewardship program for donors.
- Develops and tracks proposals and reports for all foundation and corporate fundraising.
- Develops a grants management agency process with key staff and Board members.
- Identifies and implements a donor software/tracking system and manages data entry and gift processing.
- Develops a strategy that recruits, retains and grows volunteer base.
- Develops and maintains a volunteer data base.
- Conducts outreach activities to identify clients, inform community of services and build community collaborative relationships.
- Coordinates efforts to establish relationships with agencies, organizations, and groups to facilitate referral and service development.
- Respects and supports client rights, including confidentiality.
- Adheres to internal controls and procedures established for agency.

REQUIRED EDUCATION / EXPERIENCE:

- 3-5 years in a senior level employer relations, customer success, business development, sales or product marketing role
- Experience building an organization's strategic product management and marketing plans/processes.

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- Proven ability to build, close and maintain a pipeline of clients/partners through networking, prospecting and closing deals.
- Ability to identify specific needs and challenges of clients and partners.
- Effective negotiating and closing skills.
- Strong public speaking and presentation skills.
- Highly developed written and verbal communications skills.
- Team player with exceptional interpersonal skills.
- Self-starter, motivated, and able to take initiative in all situations; ability to function effectively in a fast-paced environment and can quickly learn new skills to meet the organization's needs.
- High level of attention to detail, accuracy and organization. Ability to complete multiple tasks simultaneously and prioritize to meet deadlines.

KNOWLEDGE/SKILLS/ABILITIES:

Knowledge of the treatment process from first contact to assessment of outcomes. Effective written and verbal communication skills. Excellent interpersonal skills. Ability to work cooperatively with other professionals either in teams or in consultation. Knowledge of, and compliance with, the principles of professional ethics. Knowledge of computers, software applications and mobile communication devices.

Spanish-speaking a plus.

EQUIPMENT:

Standard office equipment and technology platforms.

WORKING ENVIRONMENT:

Community-based locations like schools, faith-based organizations, and other locations identified.

OTHER: