

The Montgomery Area Family Violence Program, Inc.
dba Family Sunshine Center

Position Title: Public Affairs and Development Director

Reports To: Executive Director

Status: Full-Time, Exempt

Work Site: FSC Administrative Office

Summary: The Public Affairs and Development Director will effectively manage the fund development function, the relationship of the Family Sunshine Center (FSC) to the public, and the outreach and education work throughout the FSC service area.

Responsibilities

Public Affairs and Outreach

1. Enhance agency reputation by accepting ownership for new and different requests; and explore opportunities to add value to agency efforts;
2. Enhance agency image through the oversight of the agency's website and social media platforms;
3. Create a written Annual Public Affairs Plan of action prior to the beginning of each fiscal year; facilitate and oversee the implementation and completion of the Plan in a systematic and timely manner ensuring goals and objectives are met;
4. Coordinate, facilitate and manage public affairs resources to include press conferences, print material, press releases, individual meetings, speaking engagements and other resources;
5. Create a written Annual Outreach and Education Plan of action prior to the beginning of each fiscal year; facilitate and oversee the implementation and completion of the Plan in a systematic and timely manner ensuring goals and objectives are met;
6. Collaborate with staff and the Volunteer Coordinator as needed for community service to FSC;
7. Assist in the preparation and/or supervise the preparation of periodic grant reports for funding related to the Public Affairs and Outreach and Education functions as required;
8. Act as media liaison for the Executive Director and the agency;

Development

9. Assist in the development of the annual fundraising goals for the agency (through the annual budgeting process) in collaboration with the Executive Director and Financial Director, currently set at \$600,000;
10. Cultivate relationships with current and potential donors; and actively conduct fundraising activities to achieve the annual goal;

11. Create, implement, and oversee a written Annual Fund Development Plan, including outright gifts, pledges, in-kind giving, and special events and campaigns for the agency;
12. Assist and collaborate with the Executive Director, Public Affairs and Development Committee and the Board of Directors to achieve the annual goal;
13. Assist the Executive and/or Deputy Director with researching, composing, and submitting proposals, grants, reports, and correspondence to governmental agencies, and corporate and private foundations in compliance with written guidelines and verbal guidance;
14. Coordinate and facilitate agency special event planning, execution, and documentation to include but not limited to facility procurement, menu planning, sponsor and donor outreach, and marketing coordination;
15. Research and recommend new events to achieve fundraising goals, to raise awareness to the agency mission and to help the agency maintain relevance in the communities served;
16. Manage and facilitate in-kind donations and projects including drop-offs, and other special projects in coordination with the administrative and direct service staff; assist with the agency holiday drive, as assigned;
17. Coordinate with the Management Team and Supervisors to identify and coordinate financial and other material resources in support of the agency's mission;
18. Provide appropriate stewardship, communication, and engagement with donors through use of the agency's donor database;
19. Coordinate, create content for, and maintain the agency's Annual Report for timely release to donors, prospects, partners, staff and board members;

Overall

20. Maintain the highest level of professional standards when presenting, guiding meetings, corresponding, and developing printed and web-based material;
21. Meet regularly with the Executive Director and relevant personnel to discuss funding needs and resolutions through funding streams, donations, in-kind gifts and/or volunteers;
22. Supervise and assist Outreach and Education staff, Public Affairs and Development staff, Volunteer Coordinator, and Communications Specialist;
23. Attend meetings within the agency that are pertinent to stated job responsibilities, including but not limited to staff development and training, Management Team, Public Affairs and Development Committee, and Board of Directors; monitor and be cognizant of agendas and happenings throughout the agency to determine need to attend other meetings where public affairs and development are being discussed.
24. Submit complete and accurate data, and complete all required statistical reports, evaluations, and other reporting requirements, on a timely basis, as required by the Board of Directors, agency policies and procedures, and all funding sources.
25. Perform other duties and tasks as assigned.

Qualifications

- Any combination of training and experience equivalent to a Bachelors Degree in Fundraising, Marketing, Communications, Public Administration, or a related field with five years' related experience;
- Demonstrated ability to raise funds;
- Demonstrated ability to effectively supervise staff;
- Strong computer skills in current Microsoft applications to include Outlook, Word, Excel, and PPT; ability to learn and use other computer applications as needed for collaboration with team members and manage projects;

Knowledge, Skills, and Abilities

- Ability to work nights and weekends when necessary
- Knowledge of fundraising and event planning for non-profits
- Proficient written and oral communication with the demonstrated ability to write for a specialized audience
- Ability and experience working with a variety of groups (i.e., donors, agencies, community stakeholders, media, non-profit groups) and diverse populations
- Ability to focus and prioritize multiple projects simultaneously and meet deadlines with a high degree of proficiency
- Demonstrate excellent organizational and project management skills including the ability to plan, prioritize and complete multiple projects with excellence and attention to detail
- Ability to gather business intelligence on prospective donors within service area
- Knowledge of social media platforms and website design.

Travel Requirements

- Local travel as needed for public affairs, outreach, and development activities; reliable transportation, valid driver's license and liability insurance coverage is required.

Employee Name

Date

Employee Signature