

The Arc of Anchorage

POSITION TITLE: Community Relations Specialist

REPORT TO: Development Director

STATUS: Exempt

SUMMARY OF JOB FUNCTIONS: This position reports to the Development Director to meet short and long-range goals established for outreach and fundraising, including individual, corporate and foundation gifts; publications such as annual reports, newsletters, brochures, flyers, and press releases; and TV and radio spots.

JOB FUNCTIONS:

Essential:

- Partner in establishing short and long term goals for the fundraising plan. Establish targets and plans to meet those targets, including:
 1. Major gifts
 2. Annual giving
 3. Grants from private foundations
 4. Workplace giving
 5. Planned giving
 6. Special events
 7. Outreach
- Responsible for content, layout, and design of:
 1. Annual report
 2. Quarterly newsletter (InSights)
 3. Brochures for The Arc and its services
 4. Flyers and other promotional material for events
 5. Other promotional and educational materials
- Develop ongoing relationships with community members, including various such as business, professional, civic, and media.
 1. Attend Chamber of Commerce lunches twice a month.
 2. Attend after-hours social events a minimum of six times throughout the year.
 3. Secure monthly speaking opportunities for self or Executive Director
 4. Monitor community calendar and ensure attendance of a representative of The Arc, as appropriate, at a minimum of six events per year.
 5. Responsible for the attendance of one hundred people throughout the year at The Arc's semi-monthly tours.
- Responsible for collaborating with Manager of the Pick-Up Service to establish and implement a clothing drive plan with at least four community events.
- Responsible for establishing two new "side by side" relationships per year between individuals we serve and volunteers from the community.

- Assist in building a favorable public image of The Arc of Anchorage.
 1. Responsible for monthly press releases showcasing The Arc and the people we serve.
 2. Ensure publication of a least one feature-length article per year in print media read by Anchorage audiences.
 3. Ensure coverage of three stories related to The Arc on three television stations during the year.
 4. Ensure production and distribution of four public service announcements a year.
 5. Responsible for working with Channel 11 staff to implement Brand Builders contract, including development of new ads annually.
- Assist development director with fundraising events.
 1. Acquire at least five new table captains for Dreamweavers Lunch each year.
 2. Assist and support table captains in fulfilling their obligations.
 3. Take part in planning and execution of the ArtFull Plate.
- Maintain accurate records pertaining to benefactors and grants.
- Work collaboratively with board members, administrative and program staff as necessary to achieve goals and complete projects.
- Maintain membership or association with appropriate professional and community organizations.
- Maintain understanding of current laws and regulations pertaining to fundraising.
- Act in accordance with the highest ethical standards for the fundraising and communications fields at all times.
- Other duties as assigned.

Decision Making: On a regular and continuous basis, exercises judgment and assumes responsibility for decisions, consequences, and results having an impact on community relations.

Authority: May assume authorities as delegated by the Development Director.

QUALIFICATIONS:

Education and Experience: Bachelor’s degree from an accredited college or university. Three years of experience in the communications and fundraising fields preferred.

Licenses or Certifications:

Clearances: Valid Alaska Driver’s License; proof of auto insurance. Criminal record check. TB test.

Equipment: Proficiency with PC computers. Experience with database software (preferably eTapestry), word processing software (preferable Microsoft Word), graphic design software (preferably InDesign and Photoshop), Excel, and Powerpoint. Proficiency with digital cameras.

Knowledge, Skills and Abilities:

- Integrity, energetic, flexible, creative, mature, decisive, self-starter, ability to both lead and follow, organized, pays attention to details, able to work under pressure of deadlines. Strong interpersonal skills. Ability to think strategically and work collaboratively to inspire and motivate people inside and outside the organization. Results-oriented approach. Ability to prioritize and change direction quickly. Cultural sensitivity. Strong problem-solving skills.
- Communication skills: Excellent writing, public speaking, and presentation skills. Ability to establish rapport with individuals and groups. Ability to prepare presentations and speak to individuals, as well as large and small groups.
- Understanding of the mission and goals of The Arc of Anchorage.
- Advanced understanding of raising money from private sources, including individuals, businesses, and private foundations.
- Knowledge of best practices in public relations and outreach for not-for-profit organizations, including branding.
- Familiarity with legal requirements for not-for-profit organizations and fundraising.
- Willingness and ability to work evenings and weekends as necessary.
- Drive a car.

Physical Requirements:

- Ability to sit, stand and use a computer for long periods of time. Ability to frequently lift objects up to 25 lbs. and occasionally lift up to 50 lbs.

This Job Description does not list all of your job duties. Occasionally your supervisor or manager might request that you perform other reasonable duties. Review of your performance is based on your performance of the duties listed in this Job Description at any time. This Job Description is not a contract for employment. Therefore, either you or The Arc may terminate the employment relationship at any time, for any reason, with or without notice, with or without cause.

Print (Last, First)

Employee Signature

Date