

Director of Community Relations

Schuylkill United Way - Schuylkill, PA

Schuylkill United Way is seeking an experienced professional as Director of Community Relations. Candidate must be a self-starter, have strong written and verbal communication, organizational skills, and ability to work as a team member effectively with volunteers, businesses, member agencies, and community organizations. Proficiency in Social Media, Microsoft Office 2013, Publisher, Power Point and Word Press are a plus. Salary is commensurate with experience. Interested parties should apply by February 3, 2017.

Interested parties should apply by February 3, 2017 with resume and cover letter to: Kelly K. Malone, Executive Director, Schuylkill United Way, 9 N. Centre Street, Suite 301, Pottsville, PA 17901 or maloneexdir@schuylkillunitedway.org.

JOB DESCRIPTION

Position Title: Director of Community Relations

POSITION DESCRIPTION:

Develops and coordinates communication resources and materials for distribution to United Way contributors and agencies; including writing, designing, and printing. Manages year-round communications program directed at the media, the general public and targeted audiences. Develops marketing strategies for year-round implementation. Responsible for the development and implementation of all special events including but not limited to Annual Campaign, Captain Jason B. Jones Day Memorial of Caring, Stuff the Bus, Pacesetters Reception, Campaign Breakfasts. Assumes campaign responsibilities as deemed necessary which includes but not limited to company employee campaign presentations. Participates in community-wide collaborations and programs when appropriate. Manages the website, along with all social media outlets. Assists in developing and maintaining good agency relations. Mandatory attendance is required at all United Way events.

GENERAL ACCOUNTABILITY:

To plan, manage, and monitor the year-round communications program, which may include participation in community collaborations.

To manage the formulation of United Way marketing strategies.

To manage the production of United Way messages, materials and public advertising.

To plan and coordinate special event programming, including speech writing, audio-visual production, technical production management of the event, and supervision of outside services needed to produce the event and materials.

BACKGROUND REQUIREMENTS:

BS or BA degree, preferably in communications or related fields. (not necessary but a plus)

Demonstrated skills in public relations and/or journalism with exceptional writing and organizational skills.

Education and/or experience in technical skills, especially in the area of photography, graphic layout, the printing process, website design and audio-visual production.

Have knowledge of Microsoft Office Professional 2013 (word, excel, PPT & publisher), Constant Contact (eblasts), WordPress (website updates), photo shop.

Outstanding relationship with people and great phone skills.

SPECIFIC ACCOUNTABILITY:

- **MESSAGE DEVELOPMENT**

Have ultimate responsibility to produce and print all organization newsletters, bulletins, reports, flyers, letters, etc.

Write and distribute public service announcements, advertising, news releases and feature stories consistent with the United Way message.

Development of year-round workplace communication materials for

all events and activities. Produce audio-visual projects as needed, including slide shows and special presentations for campaign events

- **COMMUNITY RELATIONS**

Identify and produce interesting agency stories about clients for use in campaign materials, newsletters, film and other promotional efforts.

Develops and coordinates all United Way events and assists on other community-wide events, as appropriate.

Attends community social events, including but not limited to; mixers, cocktail hours, award dinners, receptions, tournaments, and conferences.

Gives employee presentations during campaign, focusing on our promotional prizes, levels of giving, our agencies, and other relevant information.

- **OTHER DUTIES**

Coordinate our community outreach programs Captain Jason B. Jones Day of Caring, Stuff the bus, Pacesetters Reception, Campaign Breakfasts, Etc.

Assists company coordinators in scheduling speakers and tours as needed.

Support as needed through the fund allocation process.

Handles coordination of campaign promotional prizes.

Attends all Board of Directors meetings and other committee meetings.

These job accountabilities are the main emphasis of the Director of Community Relations. As with every other job in the United Way, it is not possible to define jobs precisely. Should the need exist, every

person in the organization will have other duties as assigned and will assist in any way necessary to assure an efficient and cooperative environment.

Job Type: Full-time

Required education:

- Associate

Required experience:

- Marketing: 1 year

Required license or certification:

- Driver's License

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