

SYCAMORE SERVICES, INC.
POSITION DESCRIPTION

TITLE: Director of Community Relations and Business Solutions

DEPARTMENT: Administration

Job Analysis Conducted: January 2007 Revised: February 2019

Note: Statements included in this description are the essential functions of this position. Other non-essential functions may be assigned.

Relationship

Reports to: Executive Director/CEO

Supervises: Communications Coordinator, Graphic Design & Production Specialist, Print Center Assistants, Graphic Design Intern

Internal contacts: Departmental Staff; Administrative Staff; Participants

External contacts: Community Members; Grantees; Government Officials; Participants Families

Work environment: 60% Internal; 40% External

Scheduled work hours: Non-standard, flexible schedule

Job Summary

Supports the organization's mission, vision and values by planning, developing, and maintaining a comprehensive community relations and business development program. Develops and implements strategic marketing plans to increase revenue and fund-raising opportunities. Oversees communications, community awareness efforts business development opportunities, special events and Sycamore Printing & Business Solutions. Will act as agency representative to the community, strengthening the organizations role and reputation as a leader in the community.

Job Qualifications

1. Bachelor's Degree in Business Administration, Communications or a related field and/or equivalent experience required.
2. Minimum four years experience including knowledge of annual giving, deferred giving, communications and special events.
3. Excellent written, interpersonal and verbal communication skills.
4. Grant writing experience preferred
5. Knowledge of marketing and public relations strategies, techniques, and protocols.

6. Familiarity with digital marketing analysis tools preferred.
7. Advanced social media marketing skills preferred.
8. Willingness and ability to stay on top of the latest marketing trends and developments.
9. Ability to represent the agency effectively in variety of settings and with diverse communities.
10. Membership in professional, business, and community organizations is an asset.
11. Ability to work non-standard, flexible schedule.
12. Ability to travel between offices and community locations. Must possess a valid driver's license.
13. Ability to lift a minimum of 35 pounds; upper body leverage strength required.

Essential Functions

A. Fund Raising

1. Designs, implements and manages a structured fundraising program as an aspect of the agency's overall mission.
2. Consult with leadership team to identify program/service funding needs.
3. Identify, define and acquire funding resources available to the agency.
4. Seek new corporate/foundation funding sources and maintain relationships with current/past donors.
5. Coordinate completion and submission of grant applications for the agency.
6. Develop strategies for and coordinate all fund-raising activities.
7. Collaborate with staff on the management and planning of fundraising events and donor receptions.
8. Maintain open lines of communication with funding sources including private and corporate donors and develop strategies to cultivate those relationships.

B. Community Awareness

1. Serve as a principal representative of the organization, maintaining and developing relationships with key external contacts and the community at large.
2. Develop strategic communications plans to support the organization's mission, goals and objectives.
3. Responsible for development and distribution publicity for special events and general activities.
4. Respond to public requests for information.
5. Maintains effective customer service for all internal and external customers.
6. Establish and contribute to digital/social media accounts for the agency.
7. Track digital metrics across all channels to capitalize on areas where we attract the most interest and to develop those where we haven't yet engaged our audience.

C. Special Events

1. Coordinate and oversee agency-wide special events.
2. Serve as agency liaison for benefactor organizations.
3. Identify and acquire corporate sponsorships.
4. Supervise volunteers assisting with events.

- D. Communication Channels
 - 1. Manage public website, including content creation and functionality.
 - 2. Manage intranet site, including content creation and functionality.
 - 3. Oversee media relations, including social media and traditional media story placements to share positive stories about Sycamore Services, individuals served and staff.
 - 4. Engage and train other employees on the responsible and effective use of digital/social media channels.
 - 5. Develop and maintain Crisis Communications Plan and advise management as needed.

- E. Sycamore Printing & Business Solutions
 - 1. Oversee day-to-day operations of Sycamore Printing & Business Solutions.
 - 2. Execute sales strategy, initiate and maintain contacts with customers.
 - 3. Monitor revenue and accounts receivables for the print center.
 - 4. Develop business partnerships for printing services and Sycamore Services as a whole; pursue opportunities that benefit Sycamore Services and the individuals we serve.

- F. Fiscal Management and Reporting
 - 1. Develop and oversee budget for department.
 - 2. Monitor department performance with budget projections.
 - 3. Ensure timely and accurate report deliveries to management and funders as applicable.
 - 4. Manages and maintains databases and all records, files and gift processing.

- G. Sycamore Services Team
 - 1. Champion organizational mission, vision and philosophies.
 - 2. Oversee production and distribution of annual report.
 - 3. Act as communication liaison throughout agency.
 - 4. Oversee development of marketing materials for agency.
 - 5. Perform other duties as needed.

Approved: _____

Date: _____