

New Horizons Shelter and Outreach Centers

Position Title: Director of Community Engagement

Reports to: Executive Director

Date of Review: June 2024

Summary: The Director of Community Engagement is responsible for implementing, securing and promoting fund development; implementing, securing and promoting community education; actively and consistently recruiting community volunteers; and coordinating with the local colleges to place student interns.

Hours: This position is full-time hourly. The ability to work flexible hours is necessary and duties require working days, evenings and some weekends to accommodate organizational needs. Travel is required.

Qualifications:

- High school diploma or equivalent required
- BA/BS in English, Communications or Marketing preferred
- 1-3 years of experience with communications/publications and fund development required
- Persuasive writing and strong verbal communication skills required
- Embracement of the mission of New Horizons
- Strong relationship building and solicitation skills required
- Extreme tact and discretion required
- Excellent computer skills including knowledge of Microsoft Office and Canva required
- Ability to manage multiple projects simultaneously

Competencies:

- Respectfulness and relationship building – builds constructive working relationships characterized by a high level of acceptance, cooperation, and mutual respect
- Team focused and collaborative – promotes cooperation and commitment within a team to achieve goals and objectives
- Self-accountability and work standards – sets high standards of performance for self and assumes responsibility and accountability for successfully completing assignments or tasks
- Stress tolerance – maintains composure in highly stressful or adverse situations
- Conflict management – helps others to effectively resolve complex or sensitive disagreements or conflicts
- Valuing diversity – helps to create an environment that embraces and appreciates diversity
- Confidentiality, integrity, ethics, and trust – maintains confidentiality and earns others' trust and respect through consistent honesty and professionalism in all interactions

Principal Duties and Responsibilities:

COMMUNICATION EXCELLENCE

- Models and empowers all to use effective communications
- Nurtures and protects the brand of New Horizons, ensures it is well promoted and all internal and external materials are consistent with brand strategies
- Writes content, designs, and produces production of the agency's quarterly newsletter, event promotions and special appeals
- Writes and produces monthly email blasts
- Designs and updates agency publications i.e., online promotions, posters, brochures, and fliers ensuring adherence to branding guidelines and messaging; maintains inventory of agency publications
- Updates and maintains the organization's website, on-line publications, and social media with informative information on agency programs, statistics, needs and awareness events with input from others
- Writes and produces fundraising and friend-raising communication pieces, including but not limited to acknowledgement to all foundation, corporate and private donors, annual appeal, etc
- Collects meaningful survivor stories and data that demonstrate agency impact and that support fund development strategies
- Is responsible to keep the team aware of all agency and third-party fundraising events prior to public sharing
- Communicates important information to the team and disseminates along appropriate communication lines. If necessary and appropriate, will communicate to all staff at once
- Uses social media as needed and when appropriate in coordination with the director of programming and personnel and the executive director
- Develops and produces the organization's annual report in coordination with the executive director
- Manages multiple databases to secure volunteers and interns i.e. Ugetconnected, Handshake, etc.
- Ensures upkeep of our organization's needs list and shares with agency personnel, existing and potential donors
- Attends and participates in agency meetings as directed by supervisor

LEADERSHIP

- Actively recruits volunteers and interns by continuously canvassing the counties of La Crosse and Trempealeau
- Facilitates and fosters relationships with field placement advisors of the colleges to offer student interns the ability to meet internship goals
- Provides initial training to volunteers and interns a minimum of three times per year
- Ensures that ongoing training to volunteers and interns is provided
- Provides conflict resolution skills that are culturally sensitive and non-judgmental
- Provides support, interaction and assistance with problem solving with volunteers, interns and staff as needed

- Responsible for all aspects of volunteer and intern supervision, including posting opportunities, conducting interviews, processing background checks, and contacting references, hiring, onboarding and termination
- Provides staff with assistance as needed in the supervision of program volunteers
- Ensures that program needs of volunteers and/or interns are met in a timely basis
- Provides volunteer and intern recognition appropriately
- Is responsible to recruit, train and support volunteers for donation drives, student projects and fundraising events
- Is responsible for the day-to-day operation of item donations; includes processing voicemail and/or email messages related to item donations; ensures item donations are delivered to the correct internal or external office and/or building
- Arranges the intake of item donations with donors
- Directly supervises the volunteers working with donations
- Maintains a working environment/climate that attracts, keeps, and motivates a diverse staff of top-quality volunteers and interns
- Engages in and models supportive, healthy relationships through setting boundaries and demonstrations of respect with donors, clients, volunteers, interns and co-workers
- Attends team meetings and other meetings as directed
- Promptly addresses difficulties or problems that arise per agency protocol

COMMUNITY PUBLIC RELATIONS, COLLABORATIONS, AND EDUCATION

- Establishes sound and collaborative relationships with donors, community groups and service providers
- Is present at functions that promote our organization and access to our services and programs

FUND DEVELOPMENT

- Coordinates fundraising and friend-raising events; Responsible for all event details, ensuring they run smoothly, efficiently and generate maximum revenue, attendance, and exposure
- Facilitates event committee meetings, sponsor solicitation, auction items, volunteers, decorating, venue, and ticket sales
- Negotiates and secures contracts with vendors; secures proper approval and signatures from the executive director
- Identifies and solicits sponsors for events and supports volunteers to solicit sponsors for events
- Tracks event donations and ticket sales; processes acknowledgements
- Responsible for event set-up, day-of activities and clean up, coordinates participation of volunteers and others
- Coordinates third-party fundraising special events
- Directs employee fundraising drives i.e. Great Rivers United Way campaign

DONOR MANAGEMENT

- Manages the agency's donor database entering
- Enters donor data accurately including gifts, contact and relationship information, registration, and action notes
- Produces donor acknowledgements
- Creates/runs mailing lists and reports
- Fields donor-related questions and cultivates relationships

Other Responsibilities and Requirements:

- Adheres to agency policies and work rules, including strict adherence to New Horizons confidentiality policies
- Has reliable transportation, a valid driver's license, and vehicle insurance
- Is committed to professional development attending trainings regarding fundraising and communication as well as domestic / sexual violence
- Trains and supervises volunteers as appropriate
- Maintains a clean, organized, and comfortable environment within the organization
- Performs other duties as assigned by supervisor

Working Conditions:

- Work is normally performed in an office and/or residential setting but is not limited to the organization
- Constant interpersonal interactions
- Frequent changes in duties, tasks, and circumstances

Acknowledgement:

This description describes the general nature and skills required of this position. The "Principal Duties and Responsibilities" describe the functions considered necessary in the position. The description does not state or imply that these are the only duties and responsibilities assigned to the Director of Community Engagement position.

Employees may be required to perform other duties of the organization requested or assigned by the Executive Director. All requirements are subject to the change at the discretion of the Executive Director.

The working conditions listed are intended to indicate the kinds of tasks and levels of work difficulty required of the Director of Community Engagement and shall not be interpreted as declaring what the specific duties and responsibilities shall be. It is not intended to limit or in any way modify the right of the supervisor to assign, direct and control the work of employees under supervision. The use of specific terms or examples of functions shall not be interpreted as excluding other duties not mentioned that are comparable in level of difficulty.

I have read and understand the Director of Community Engagement position description. I have reviewed the duties, responsibilities, working conditions of this position. I understand that this document does not create an employment contract between me and New Horizons Shelter and Outreach Centers. I also understand that I may at any time terminate my employment relationship with New Horizons Shelter and Outreach Centers and I equally understand the New Horizons Shelter and Outreach Centers is an at will employer.

Employee Signature (Printed Name)

Date

Supervisor Signature

Date

6/2024