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| Job Title: | Community Outreach Director | Job Category: | |
| Department/Group: | External Affairs Department | Job Code/ Req#: | |
| Location: | Richmond, TX | Travel Required: | |
| Level/Salary Range: | Salaried | Position Type: | Full-time |
| HR Contact: | Tina Hood | Date posted: | Click here to enter a date. |
| Will Train Applicant(s): | Yes | Posting Expires: | Click here to enter a date. |
| External posting URL: | | | |
| Internal posting URL: | | | |
| Job Description | | | |

The Community Outreach Director will strategically plan and implement a range of initiatives to expand Fort Bend Women’s Center stakeholder community and increase the organization’s visibility. Under the direction of the Chief External Affairs Officer, the Community Outreach Director will develop and execute a comprehensive communication, marketing and outreach strategy consistent with the organization’s strategic plan. This role has primary responsibility for:

Communications & Marketing

- Developing external communication strategies to build visibility and understanding of Fort Bend Women’s Center to increase awareness of the organization, and enlist new supporters and advocates
- Overseeing the development and production of social media campaigns, publications, and promotional materials.
- Managing media relations, which includes developing new relationships as well as fostering existing ones.
- Maximizing the use of Customer Relationship Management software and Point of Sale System to improve communications to all constituents.

Outreach

- Building upon existing stewardship programs to create a robust and sustainable group of supporters for Fort Bend Women’s Center, including donors and volunteers.
- Developing and overseeing programs that provide public information about Fort Bend Women’s Center and potential volunteer opportunities for the agency, as part of the stewardship programs
- Developing strategies and systems for mobilizing constituents to advocate on issues important to Fort Bend Women’s Center.

Key Responsibilities

Communications & Marketing - Direct the Communications staff including Communications Manager, Marketing and Technology Specialist and external graphic designers and writers as needed.

- Manage the coordination with staff, Board, and committee members to generate compelling and timely content for Fort Bend Women’s Center social media outreach including Facebook, website, blog, e-blasts, and Twitter.
- Working with the development staff, design and implement effective strategies targeted to Fort Bend Women’s Center constituencies to keep them informed and engaged in the organization.
- Oversee the updating of existing brochures and other print, online and graphic materials as needed.
- Establish and monitor benchmarks for measuring the growth of the communication strategy, and analyze, review, and report on the effectiveness of new initiatives

Outreach Program Development and Volunteer Program Oversight

- Direct the Volunteer Manager and volunteer program initiatives.
- Develop, implement, and oversee stewardship programs such as tours, and educational talks.
- Support advocacy initiatives through mobilization efforts that involve Fort Bend Women’s Center constituency/stakeholders.
- Create and implement a strategic outreach program to reach targeted segments of the community to build mission awareness.

Qualifications

- A Bachelor’s degree and 5+ years of relevant experience related to the tasks above are required. Ideally, candidates will have an interest in nonprofits and the mission and programs of Fort Bend Women’s Center.
- The position requires an understanding of and demonstrated skills in the broad range of social and traditional communication and marketing methods. Proven track record of effectively developing, implementing, managing, and evaluating the kinds of marketing communications and outreach plans and programs described above.
- Must be a strategic thinker, collaborative, organized, self-directed and self-motivated, and have good interpersonal skills.
- Excellent written and oral communications are required. Must have high-energy, be outgoing and have enthusiasm for engaging the public in programs. Mastery of public speaking is a must!
- Must be flexible and be able to work harmoniously in a small, very fast-paced, office environment.
- Proficiency with Microsoft Office Suite applications, WordPress, and HTML is required. Skill with Adobe Creative Suite applications is desirable.
- Skill and experience in the use of traditional media as well as various social networking tools and website development and content management.

Employee Signature: _____

Date: _____

Manager Signature: _____

Date: _____