



Hospitality *Providing Pathways to Housing*

House

1262 Sutton Way, Grass Valley, California 95945
(530) 271-7144 • hhshelter.org

POSITION DESCRIPTION

Position: **Marketing, Communications & Development Associate** Status: Non-Exempt
Reports to: **Development Director** Schedule: Part-time/hours may vary
Date Prepared: June 7, 2017

SUMMARY:

This position is primarily responsible for assisting the Development Director with the implementation of Hospitality House's fundraising and public relations functions. As such, the duties of the position include preparing written development and marketing materials to enhance fundraising and community awareness; coordinating gifts processing and donor acknowledgements; assisting with major fundraising events; supporting the Development Director to build donor and media relations; assisting with website updates and grant writing as needed; supporting the production of the annual report and monthly newsletters and/or e-blasts; coordinating media advertising; and utilizing all social media to fundraise and expand outreach by performing the following duties.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Core duties and responsibilities include the following. Other duties may be assigned.

Attend weekly one on one meetings with the Development Director to obtain assignments, coordinate on weekly activities and ensure that deadlines are met.

Fundraising Strategy:

- Work with Development Director to create, implement and document Hospitality House's short and long term fundraising plans.
- Coordinate and implement direct mail solicitations and other donations.
- Identify major donors within database; research them and provide information to the Development Director and board members for cultivation and solicitation.

Donor Acknowledgements, Tracking, Reporting:

- Process all donations and acknowledgements; ensure accuracy of donor information in the e-Tapestry database.
- Produce mailing lists, audience attendance, and other reports.
- Monitor and maintain data accuracy, integrity, and confidentiality of all records.
- Develop and/or provide input on operational procedures; document policies.
- Ensure donor records are complete.

Marketing and Communications:

- Maintain, update, and develop website as directed.
- Assist with the writing and production Hospitality House's annual report.

- Maintain Hospitality House website related to monthly promotions and events and works with the Development Director on content and design changes as needed.
- Develop and post rotating social media material with relevant program updates.
- Film or write and publish a “Success Stories” page. Keep page up-to-date with compelling examples of how donations have impacted organizational outcomes.
- Add a form to the website that allows people who are involved to share their own personal stories.

Coordinate and Grow Social Media Outreach:

- Create and implement a social media marketing strategy that includes all major social media platforms as appropriate.
- Grow number of social media followers via creative, entertaining, compelling and informative posts.
- Develop and follow annual calendar of events and social media schedule to ensure that events, news, and programmatic updates are optimally posted, including best time of day for the platform as indicated by research.
- Investigate and implement third-party scheduling applications for automating posts.
- Investigate Pinterest, Tumblr and other social media platforms as possible outlets.
- Investigate third-party tools to analyze effectiveness of social media efforts.

Promote Hospitality House through traditional media outlets:

- Update and submits weekly newspaper ads according to marketing calendar.
- Assist with writing newspaper columns to promote Hospitality House and provides ongoing community education.
- Support the Development Director’s efforts to develop and maintain good relationships with local electronic and print media.
- Write, edit, proofread newsletters, memos, and other materials as needed by Development Director, executive director, and other staff.
- Support the Development Director’s work with KVMR to promote and highlight the work of Hospitality House.

Community Outreach:

- Produce well branded PowerPoint presentations for various community outreach events and speaking opportunities for the Development Director and Executive Director.
- Create various flyers and marketing collateral as needed for monthly shelter campaigns.
- Produce shelter brochure, annual report, and individual marketing pieces including event flyers for community distribution as needed.
- Create and distribute monthly newsletter.

Fundraising Events:

- Help with coordination of events.
- Identify and solicit sponsors for Hospitality House major special events.
- Help prepare all written materials for the events.
- Utilize social media, Hospitality House website and other websites for event promotion.

General Responsibilities Shared by Full-Time Staff:

- Answer phones and greets customers during shelter open hours.
- Participate in monthly all-staff meetings.
- Contribute to development of strategic plans and organizational work plans.

ATTENDANCE:

Must be punctual and timely in meeting all requirements of performance, including, but not limited to, attendance standards and work deadlines; beginning and ending assignments on time; and scheduled work breaks; where applicable.

COMPETENCIES:

To perform the job successfully, an individual should demonstrate the following competencies:

Intellectual

- Analytical - Synthesizes complex or diverse information; collects and researches data; uses intuition and experience to complement data; designs work flow and procedures.
- Design - Generates creative solutions; translates concepts and information into images; uses feedback to modify designs; applies design principles; demonstrates attention to detail.
- Problem Solving - Identifies and resolves problems in a timely manner; gathers and analyzes information skillfully; develops alternative solutions; works well in group problem solving situations.
- Project Management - Develops project plans; coordinates projects; communicates changes and progress; completes projects on time and budget.
- Technical Skills - Assesses own strengths and weaknesses; pursues training and development opportunities; strives to continuously build knowledge and skills; shares expertise with others.

Interpersonal

- Customer Service - Manages difficult or emotional customer situations; responds promptly and courteously to customer needs; solicits customer feedback to improve service; responds to requests for service and assistance; meets commitments.
- External Working Relationships – Develops and maintains courteous and effective working relationships with clients, vendors and/or any other representatives of external organizations.

Leadership

- Change Management - Develops workable implementation plans; communicates changes effectively; builds commitment and overcomes resistance; prepares and supports those affected by change; monitors transition and evaluates results.
- Managing People - Makes self-available to staff and volunteers; solicits and applies customer feedback (internal and external); fosters quality focus in others; improves processes, products and services.

Organization

- Business Acumen - Demonstrates knowledge of market and competition; aligns work with strategic goals; analyzes market and completion and adapts strategy to changing conditions.
- Cost Consciousness - Works within approved budget.

BUSINESS NECESSITY:

The needs of the employer may be dependent on responding to and anticipating rapidly changing external and internal demands in all aspects of how business is conducted. This may include, but is not limited to, organization structure, finances goals, personnel, work processes, technology, and customer demands. Therefore, it may become necessary to give no advance notice to employees. Accordingly, the employees must be capable of adapting, with minimal or no advantage notice, to changes in how business is conducted and work is accomplished, with no diminishment in work performance.

SAFETY AND SECURITY:

All employees are responsible for observing safety and security procedures as applicable and reporting potentially unsafe conditions to management.

SUPERVISORY RESPONSIBILITIES:

This position does not have any direct staff reports but must work with and supervise the work of volunteers. Responsibilities when working with and supervising volunteers may include planning, assigning and directing work; resolving problems and offering acknowledgment and recognition.

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION AND/OR EXPERIENCE:

Associate's degree (A.A.) or equivalent from a two-year college or university; or six months to one year related experience and/or training; or equivalent combination of education and experience.

LANGUAGE SKILLS:

Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports, web content, grant applications and correspondence. Ability to speak effectively before groups of customers or employees of organization.

COMPUTER SKILLS:

To perform this job successfully, an individual should have knowledge of: Database Software (preferably Blackbaud e-Tapestry); Internet Software; Spreadsheet Software (Excel); Design Software; Word Processing Software (Word); Electronic Mail Software (Gmail); Presentation software (PowerPoint); Video Editing and Publisher software.

CERTIFICATES, LICENSES, REGISTRATIONS:

- Current vehicle insurance and a valid CA state driver's license.

OTHER SKILLS, ABILITIES, AND QUALIFICATIONS:

- An Associate's degree in communications, journalism, business or non-profit management preferred.
- Must have 1-2 years of fundraising, marketing, creative writing or communications experience.
- Exceptional people skills with excellent written and oral communication skills.
- Experience producing materials for social media and websites.
- Excellent organization skills and ability to multi-task.
- Computer proficient with Microsoft Office and some experience with databases.
- Available to work some evenings and weekends.
- Ability to work under pressure with poise, grace and diplomacy.
- Have a reliable vehicle for transportation; maintain a safe driving record throughout employment.
- Familiarity with Nevada County a plus.
- Must have the energy and passion to help us achieve our vision and mission to serve the homeless residents of Nevada County with dignity and respect.
- Meets commitments and deadlines.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms and talk or hear. The employee is occasionally required to stand and walk.

The employee must occasionally lift and/or move up to 25 pounds.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate to high with high levels of distraction.

HH Employment is available to eligible people regardless of religion, race, color, national origin, sex or disability.

This job description does not constitute a written or implied contract and may be changed as business needs arise.

Indicate anything that would keep you from meeting the job duties as outlined above.

Employee Printed Name: _____ Date _____

Signed: _____