



## POSITION DESCRIPTION

Position: **Community Engagement Officer**  
Reports to: **Development Director**

Status: Non-Exempt  
Schedule: Part-time; 30 hours per week  
Date Prepared: March 4, 2020

### SUMMARY:

Under direct supervision of the Development Director, this position is primarily responsible for assisting with the implementation of Hospitality House's fundraising and public relations functions through a variety of activities. The duties of the position include preparing written development and marketing materials to enhance fundraising and community awareness; representing Hospitality House at public functions and speaking engagements; coordinating and processing gifts; assisting with major fundraising events; building donor and media relations; researching and writing applicable grants; and utilizing social media to fundraise and expand outreach.

### 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 and coordinate on weekly activities to ensure that deadlines are met.

#### Community Outreach:

- Cultivates speaking engagement opportunities to share the good work of Hospitality House.
- Makes public appearances/accepts speaking engagements to share information about Hospitality House and our homeless residents of Nevada County.
- Leads tours of the shelter to raise awareness and support.
- Produces well branded PowerPoint presentations for various community outreach events and speaking opportunities for the Development Director and Executive Director.
- Attends community activities and events that will facilitate relationships with prospective and existing major donors.

#### Marketing and Communications:

- Maintains and updates website as directed.
- Writes, edits, and proofreads monthly newsletters, e-blasts, memos, the annual report, press releases and other materials as needed by the Development Director, executive director, and other staff.
- Creates and maintains a "Success Stories" page on the website. Keeps page up to date with compelling examples of how donations have impacted organizational outcomes.
- Tells stories through creative copy and video creation.
- Coordinates video shoots for marketing outreach, showcasing the good work of Hospitality House through guest, volunteer, donor and staff interviews.
- Writes stories on guests struggling with homelessness.
- Assists with social media promotions and scheduling as needed.
- Assists with writing newspaper columns and related to promote Hospitality House and to provide ongoing community education.
- Supports the Development Director's efforts to develop and maintain good relationships with local electronic and print media.

- Supports the Development Director's work with KVMR to promote and highlight the work of Hospitality House.

#### Fundraising & Events Strategy:

- Works with Development Director and Marketing & Development Specialist to create, implement and document Hospitality House's short- and long-term fundraising plans.
- Coordinates and implements direct mail solicitations and other donations.
- Contributes fundraising ideas and strategizes for growth.
- Stays up to date on fundraising trends through seminars and webinars.
- Helps with coordination of events, including start-to-finish planning and identification and solicitation of sponsorships.
- Helps prepare all written materials for events.

#### Grants Identification, Solicitation and Management

- Contributes to foundation grant seeking activities including research, writing, and reporting.
- Develops funding proposals for charitable foundations, corporate charitable funds, service clubs, and other similar funds.
- Ensures compliance with private fundraising contract obligations, creating an annual calendar to safeguard timely reporting. Writes and submits grant reports as required.
- Works with program staff to ensure that donor restricted gifts are spent according to their intended purpose and timeline and that appropriate reporting requirements are met.

#### Donor Development and Acknowledgements, Tracking, Reporting:

- Assists in processing donations and acknowledgements; ensures accuracy of donor information in the e-Tapestry database.
- Assists in development and expansion of the Legacy Circle (planned giving) and Hearts & Hands Club (monthly giving)
- Assists with mailings and other reports.
- Assists in the creation of donor appeals as needed.
- Monitors and maintains data accuracy, integrity, and confidentiality of all records.
- Engages prospective donors and supporters in a friendly manner to steward positive relationships and share organizational updates.

#### 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.
- Design - Generates creative solutions; 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; uses reason even when dealing with emotional topics.
- Project Management – Develops project plans; coordinates projects; communicates changes and progress; completes projects on time and budget; manages project team activities.
- Technical Skills – Pursues training and development opportunities; strives to continuously build knowledge and skills; shares expertise with others.

##### Interpersonal

- Customer Service – Assists with difficult or emotional customer situations and refers individuals to the Development Director as appropriate; responds promptly to customer needs; solicits customer feedback to improve service; responds to requests for service and assistance; meets commitments.
- Interpersonal Skills – Focuses on solving conflict, not blaming; maintains confidentiality; listens to others without interrupting; keeps emotions under control; remains open to others' ideas and tries new things.
- External Working Relationships – Develops and maintains courteous effective working relationships with clients, vendors and/or other representatives of external organizations.
- Adaptability – Adapts to changes in the work environment; manages competing demands; changes approach or method to best fit the situation; able to deal with frequent change, delays, or unexpected events.
- Judgment – Exhibits sound and accurate judgment; supports and explains reasoning for decisions.
- Initiative – Volunteers readily; undertakes self-development activities; seeks increased responsibilities; looks for and takes advantage of opportunities; asks for and offers help when needed.

### Communication

- Oral Communication – Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; responds well to questions.
- Written Communication – Writes clearly and informatively; edits work for spelling and grammar; presents numerical data effectively; able to read and interpret written information.
- Teamwork – Exhibits objectivity and openness to others' views; contributes to building a positive team spirit; gives and welcomes feedback supports; everyone's efforts to succeed.
- Ethics – Treats people with respect; keeps commitments; inspires the trust of others; works with integrity and ethically; upholds organizational values.

### Leadership

- Change Management – Communicates changes effectively; builds commitment and overcomes resistance; supports those affected by change.
- Motivation – Sets and achieves challenging goals; demonstrates persistence and overcomes obstacles; measures self against standard of excellence; takes calculated risks to accomplish goals.
- Planning/Organizing – Prioritizes and plans work activities; uses time efficiently; plans for additional resources; meets goals and objectives.
- Motivation – Achieves challenging goals; demonstrates persistence and overcomes obstacles; measures self against standard of excellence.
- Professionalism – Approaches others in a tactful manner; reacts well under pressure; treats others with respect and consideration regardless of their status or position; accepts responsibility for own actions; follows through on commitments.
- Innovation – Displays original thinking and creativity; meets challenges with resourcefulness; generates suggestions for improving work; develops innovative approaches and ideas; presents ideas and information in a manner that gets others' attention.
- Diversity – Shows respect and sensitivity for cultural differences; values diversity; promotes a harassment-free environment.

### Organization

- Business Acumen – Understands business implications of decisions; demonstrates knowledge of market and competition; aligns work with strategic goals.
- Cost Consciousness – Works within approved budget; conserves organizational resources.

- Organizational Support – Follows policies and procedures; completes administrative tasks correctly and on time; supports organization's goals and values; benefits organization through outside activities.
- Quality – Demonstrates accuracy and thoroughness; looks for ways to improve and promote quality; applies feedback to improve performance; monitors own work to ensure quality.
- Quantity – Meets productivity standards; completes work in timely manner; strives to increase productivity; works quickly.
- Dependability – Follows instructions, responds to management direction; takes responsibility for own actions; keeps commitments; commits to long hours of work when necessary to reach goals; completes tasks on time or notifies appropriate person with an alternate plan.

#### 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:

B.A. or A.A. in English, journalism or communications preferred; 2-3 years related experience and/or training required; 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 articles, press releases, 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 (Outlook); Presentation software (PowerPoint); Video Editing (Premiere Pro); Photoshop; and Publisher software.

#### CERTIFICATES, LICENSES, REGISTRATIONS:

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

#### OTHER SKILLS, ABILITIES, AND QUALIFICATIONS:

- An Associate degree in communications, journalism, English, business or non-profit management preferred.
- Must have 2-3 years of professional writing experience. Writing samples required.
- Exceptional people skills with excellent written and oral communication skills.
- Experience speaking to large groups and comfortable in the public eye.
- 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.
- Experience in professional video editing, such as Abode Premiere Pro, is a plus but not required.

#### 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.

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Employee Printed Name: \_\_\_\_\_ Date \_\_\_\_\_

Signed: \_\_\_\_\_