

Thea Bowman Center
Job Description
www.theabowmancenter.org

Position Title: Advancement & Community Relations Coordinator

Job Category: Professional, Part-time

Reports to: Executive Director, Ella Thomas ella.thomas@theabowmancenter.org

Overview: At the direction of the Executive Director, undertake a full-scale community relations campaign and strategic fundraising plan to advance the identity of Thea Bowman Center (TBC) and dramatically increase community support for programming and services.

Responsibilities:

Community Relations and Marketing:

- Develop a community relations plan with timeline and measurable goals
- Implement outreach activities as defined in the community relations plan to include speaking engagements about TBC events/history, special events, church group interaction, and media attention through announcements and personal contact as well as development of print and web communications

Advancement and Donor Relations:

- -Develop a 12-month strategic fundraising plan with goals
- Help to establish a formal communications and development office structure, including database management, calendars, and systems
- Provide regular reports on results of funding and communications
- Coordinate special events, including annual fundraisers, live and virtual
- Personally visit donors, potential donors, churches and others who provide Philanthropic support
- Recommend partnership opportunities with local organizations
- Create preliminary documents for capital campaign

Board Relations:

- Provide explanations/rationale of community relations and fundraising strategy for board and staff clarification

Desired Qualifications:

Education and Experience

Minimum Bachelor's Degree in Communications, Journalism or related field with Master's Degree preferred. At least five years of experience in development communications, donor relations and direct fundraising in a non-profit organization or similar experience required.

Skills

Excellent oral and written communication skills. Ability to establish and maintain trusting, cooperative relationships with individuals and professionals who engage with TBC through philanthropic, volunteer and promotional support. Be self-directed and diligent in contacting potential donors, securing gifts and grants, and stewarding existing donors. Be well-skilled in development of community relations strategy and implementation, experienced in conducting annual fund campaign, managing donor data, developing fundraising strategic planning.