

Outer Banks SPCA

Community Outreach Manager

The Community Outreach Manager (COM) is responsible for media campaigns, community events and volunteer recruitment and coordination. Other duties include assisting with development, corporate sponsorships and leading fundraising events.

Essential Duties and Responsibilities:

-Media: Responsible for preparing all releases for the organization including social media posts, newsletters, press releases and updates for the local press, ensuring that our message is uniform and consistent on all platforms. COM is responsible for maintaining OBX SPCA website content and Constant Contact email list. COM communicates regularly with the Executive Director and staff to guarantee that current and accurate information is being reported.

-Development: Works with the Executive Director to identify and direct fundraising opportunities including merchandise marketing, events, and regular contact with local businesses and donors. COM maintains records of donations and donor contact information for follow-up/acknowledgement and future contact.

-Corporate Sponsorship: Responsible for developing and promoting an annual sponsorship program. Will update the website to reflect the sponsorship program, ensure accuracy of online sponsorship information, online application submissions and payment options and ensure that sponsors are recognized on our site as well as in our media releases. This position will also be responsible for sponsor retention including possible visits and recognition events.

-Community Events: Responsible for planning and managing events to increase visibility and interaction within the community. Responsible for all aspects of the events including but not limited to advertising, developing event budgets and ensuring volunteer coverage to meet event requirements, as well as ensure management of event and post event follow-up. This position will actively seek to increase the number of events/outreach opportunities and will maintain contact with event community partners to establish a regular annual calendar of events. COM is responsible to network with local festivals and event managers to request our participation in festivals/events to increase visibility and public awareness of our mission and programs. Will work directly with the Executive Director to review event calendar and determine what staff assistance may be required.

-Volunteer: Responsible to recruit volunteers via media feeds and community outreach programs; develop and maintain volunteer position descriptions and opportunities; implement uniform volunteer orientation, training and information manual; maintain database of all volunteers; ensure that all volunteers are receiving our social media feeds and newsletter. COM is also responsible to work directly with the Executive Director to create a monthly volunteer schedule.

Requirements:

- Effective communication and interpersonal skills
- Basic knowledge of spreadsheets, database and website (WordPress) and word processing skills.
- Ability to effectively prioritize tasks to maximum time management
- Ability to maintain organization in a multi-task environment
- Ability to regularly, effectively and efficiently communicate on a regular basis with the Executive Director, shelter staff and members of the Board of Directors.