

Community Outreach Director

Care Net Pregnancy Center of Albuquerque (CNPCA)

Objectives of the Position: The Community Outreach Director (COD) develops, plans, implements and coordinates all fundraising and general promotional efforts and events of the CNPCA, under the supervision of the Executive Director. These activities and planning will be to further the mission and budgeted goals of the CNPCA. The areas of responsibility are Marketing, Fundraising, Events, Community and Donor Communications.

Reports to the Executive Director

Qualifications:

Must be a committed Christian, demonstrating a mature relationship with Jesus Christ as Lord and Savior.

Must have a strong commitment to the Sanctity of Human Life and Pro-life issues.

Exhibit a knowledge of the scripture as pertains to sanctity of human life and sanctity of Marriage

Must be in full agreement with and willing to uphold the Care Net Pregnancy Center of Albuquerque's statement of faith, principles and policies.

Prefer a Bachelor's or Master's degree in a related field or equivalent experience

Must complete Care Net counselor training

Take Mourning to Joy if applicable

Able to think globally yet execute details. Must be able to multi task and manage a number of concurrent projects or events.

Strong people skills that include ability to promote the CNPCA and to recruit financial support for the ministry.

Excellent public speaking skills

Must be available to work flexible hours which include evenings and weekends.

Management skills with the ability to provide project direction and work well with peers and others. Supervisory experience needed.

Self-motivated, dependable, stable, able to follow through on responsibilities without supervision.

Strong organizational skills to conduct and supervise large fundraising events.

Exhibits time management both personally and for event management.

Experience and familiarity with office equipment. Competency in excel, word and able to use the computer.

Excellent creative writing skills for the purpose of producing publications and Fundraising appeals.

Creative ability with advertising, promotional materials, displays and decorations

Analytical ability and able to compose reports and tracking metrics of fundraising progress based on findings

Familiarity with budgeting and able to carry out income strategies and budget goals for the Center.

Basic Job Components:

Marketing, Develop and implement an Annual Marketing and Promotional Plan with the ED

Develop, review, maintain, order and distribute promotional brochures and other materials

Oversight of all promotional activities including advertising (work with ED), Client promotional materials (work with DCS) and donor marketing.

Fundraising,

Develop and implement an Annual Fundraising Plan and calendar under the direction of the ED

Implement long and short term strategies for fundraising

Participate with the ED in strategic planning and budgeting

Analyze funding and giving trends

Fundraising activities include: Investment reports, Year End Appeals, Donor meetings, letters

Events,

Plan and implement all organizational wide fundraising activities and events

Recruit and supervise fundraising event coordinators and committee chairs

Events include but are not limited to: Banquet, Walk For Life, Baby Bottle campaigns

Community and Donor Communications

Recruit and cultivate church support

Create and oversee distribution of donor communications. Coordinate with the Director of Client services in the selection of client stories and topics for donor and fundraising appeals.

Promotion of CNPCA to the community and other entities. Speak to churches and community groups.

Coordinate other staff and speakers representing CNPCA

Have a working knowledge of the data and reporting software program for the purpose of tracking donors and funding sources. Employ the use of a donor information system to ensure that donors records and history are accurate and can be used to facilitate fundraising growth.

Obtain feedback to assess donor perceptions of activities and communications

Interoffice,

Provide a monthly progress report to the ED and Board of Directors

Maintain a respectful and professional relationship with all co-workers and volunteers

Assist the other administrative staff with mutual projects

Some phone duties