



Ronald McDonald House Charities of Southwest Virginia
2224 Jefferson Street SE | Roanoke, VA 24014
ph: (540) 857-0770 | fax: (540) 857-9584

JOB DESCRIPTION

Job Title: **Community Relations & Special Events Coordinator**

Reports To: Development Director

Supervises: N/A

Status: Full-time, Exempt, Salary

The Community Relations & Special Events Coordinator helps to advance the Ronald McDonald House Charities of Southwest Virginia (RMHC-SWVA) mission by supporting the work of the Development Department. The position will advance efforts to expand and enhance the image, identity, and presence of RMHC-SWVA in the communities it serves, the not-for-profit arena and the business community. This position will build and maintain relationships with individuals and organizations that can support our mission.

The Community Relations & Special Events Coordinator is responsible for coordinating projects that support donor relations, fundraising, strategic partnerships, and third-party special events.

DUTIES AND RESPONSIBILITIES

Community Relations & Fundraising

- Actively cultivates and develops strong relationships with companies to solicit event sponsorships, in-kind donations, volunteers, and individual donors. Expected to be in the forefront of asking and meeting with leaders, organizations, and businesses throughout the community served for varying levels of monetary support.
- Increase giving through solicitation, cultivation, and stewardship of existing donors and development of new donors through prospecting and research.
- Work with Development Director to plan and implement major giving and planned giving programs.
- Work with Executive Director to manage his/his portfolio of donors for highest possible return.
- Work with Executive Director to maximize his/her role in donor cultivation and solicitation.
- Responsible for community interactions, liaison with public functions, and is a secondary spokesperson responsible for public/media relations.
- Represent RMHC-SWVA as a speaker and presenter to external audiences.
- Conduct tours for existing, new, and prospective donors, volunteers, and community members.
- Represents RMHC-SWVA as a member in associations, clubs, or other organizations that positions RMHC-SWVA for support and community engagement.
- Serve as liaison for third-party fundraisers.
- Active participant in community events, attending chamber of commerce meetings/events throughout the service area to enhance the public image and knowledge of RMHC-SWVA and its programs.

Special Events

- Assist Development Director with managing event logistics including venue and contracts, etc.
- Solicit and manage auction and in-kind donations for events.
- Direct volunteers and staff with event set up and day of operations.
- Work to increase the number of attendees, sponsors, and dollars to meet revenue projections.

Additional Responsibilities

- Work with Development Director on annual development plan (which includes fundraising plan and communications plan), measure outcomes, and assist in adjusting activities as needed to meet goals.
- Work with the Development Committee on strategy, prospect screening, donor cultivation, and solicitation.
- Participate in strategic planning, management meetings and training sessions.

- Assist with daily House Operations, as needed:
 - Become proficient in operating and managing the House; working with families; handling family situation/issues with discretion, good judgment, and confidentiality.
 - Assist in answering phones, greeting visitors, conducting House tours, being available to guest families, admitting/discharging families.
 - Work closely with the House Program Director in learning all phases of House operations, maintenance, and housekeeping.
 - Processes all donations and room/merchandise payments.
 - Able to accept responsibility and manage the House with little to no assistance in the absence of the Executive Director or House Program Director.
- Attend all staff meetings as requested.
- Expected to have working knowledge of RMHC-SWVA policies and procedures.
- Work as a team member with all staff at RMHC, treating fellow staff members with respect and sensitivity to the requirements of the jobs. Interact with and show appreciation for our volunteers.
- Other duties as requested by the Development Director.

KNOWLEDGE, SKILLS AND QUALIFICATIONS

- Minimum of BA/BS in Public Relations, Marketing, Business Administration or related area or 3-years of professional relevant experience
- Experience in a not-for-profit organization preferred.
- Ability to balance multiple priorities to manage workflow, ensure completion of essential projects, and meet critical deadlines.
- Experience utilizing basic Microsoft programs (Word, Excel, PowerPoint, Outlook).
- Excellent communication, public relations, and public speaking skills.
- Willing to attend public appearances and special events/awareness programs after office hours, Saturdays, and Sundays.

Minimum Physical Requirements

- Able to cope with periods of high stress.
- Clear cognitive and intellectual abilities to meet the demands of the position.
- Ability to move around facility or grounds to supervise employees/volunteers.
- Ability to load/unload, lift, or move heavy equipment without assistance (5 lbs. To 30 lbs.)

Disclaimer:

This is not necessarily an exhaustive list of all responsibilities, skills, duties, requirements, efforts or working conditions associated with the position. While this is intended to be an accurate reflection of the current position, management reserves the right to revise the position or to require that other or different tasks be performed when circumstances change (i.e., emergencies, changes in personnel, workload, rush jobs, or technological developments).

Last Updated: 02/17/2022