

JOB DESCRIPTION

JOB TITLE: Donor & Public Relations Specialist **ORIG.:** 10/19

JOB CLASS NO.: 045 **FLSA Status:** Exempt

GENERAL SUMMARY OF DUTIES: Works with individuals, foundations and businesses to acquire, manage, cultivate and solicit gifts for the benefit of the Ridley-Tree Cancer Center (RTCC) and the Cancer Foundation of Santa Barbara (CFSB). In collaboration with the Executive Director, develops and executes the communications strategy and image of the organization.

SUPERVISION RECEIVED: Reports directly to the Executive Director **SUPERVISION EXERCISED:** None

TYPICAL PHYSICAL DEMANDS: Requires sitting for long periods of time. Some standing, stooping, bending or reaching required. May require lifting up to 30 pounds. Requires manual dexterity sufficient to operate a computer, calculator and telephone. Requires normal range of hearing and vision.

TYPICAL WORKING CONDITIONS: Office environment. Occasional evening or weekend work and some irregular hours. Involves frequent contact with staff and the public. Work may be stressful at times.

EXAMPLES OF DUTIES: (This list may not include all of the duties assigned.)

1. Achieves annual fundraising and activity goals by soliciting gifts from donors and prospects.
2. Manages portfolio of approximately 75-100 prospect donors. Creates and maintains a moves management plan for each donor that will serve as a foundational communication, cultivation, solicitation and stewardship plan for that individual.
3. Makes 5-10 personal acquisition/cultivation/solicitation contacts and visits per week to donors and prospective donors.
4. As appropriate, identifies individuals as major gift or capital prospects; solicit gifts; and determines follow-up strategy. Identifies and researches the potential of new prospects and donors targeted for upgrade and/or renewal.
5. Prepares written proposals, informational materials, gift illustrations and other materials needed to secure gifts.
6. Works with staff to secure appropriate project information, including budgets, and creates proposals used to secure gifts.
7. Maintains working knowledge of planned giving vehicles, identifies and contacts planned giving prospects, and acts as source of information for interested donors.
8. Works closely with the Executive Director, board members, program staff or other key influencers to develop new ideas and innovative approaches to fundraising.
9. Works with staff and physicians to attain strong understanding of the RTCC and its services.
10. In collaboration with the Executive Director, develops and defines the organization's communications goals, strategies, plans and messaging to support fundraising goals
11. Writes and publicizes information utilizing various communication tools, including websites, email marketing, social media, events, publications, press releases and more.
12. Assists with the representation of CFSB to the media on various events and news stories.
13. Ensures that marketing tools and templates are consistent with the brand of the organization.
14. Completes monthly reports as required by management that accurately reflect caseload activity and performance.
15. Completes responsibilities in a timely manner consistent with organizational policy, goals and values.
16. Attends required meetings and events, and participates in committees as requested.
17. Participates in quality improvement and safety programs/activities.
18. Participates in professional development activities and maintains professional affiliations.
19. Handles confidential matters and adheres to HIPAA regulations.
20. Performs related work as required.

PERFORMANCE REQUIREMENTS:

Knowledge, Skills, & Abilities:

Knowledge of philanthropic principles, theories, practices and research to achieve fundraising goals consistent with the missions of the RTCC and CFSB. Knowledge of marketing, public relations and health care promotion principles and practices to implement the marketing and communications plan consistent with its mission. Ability to communicate effectively the mission, services, goals and values of RTCC and CFSB to a variety of audiences. Ability to identify prospects that represent the highest giving potential for the organization. Ability to create reasonable financial goals for each donor based on the donor's giving and the potential. Ability to create a personal contact and solicitation plan that takes into account the individual donor's interest, motivations, giving patterns and philanthropic preferences. Ability to work effectively with a team of people, manage processes, deadlines and budgets while adhering to the policies and procedures of the organization. Ability to get along with peers, subordinates and management and maintain a positive and constructive attitude while solving problems. Strong project management, planning, interpersonal, and communication skills required. Computer (PC) proficiency required including Word, Excel, PowerPoint, Adobe, etc. Bachelor's degree in business or related field. At least three years of fundraising, public relations or related experience with a proven record of accomplishment of soliciting and closing gifts. Raiser's Edge proficiency preferred.

Signature_____Date_____