

TEXAS GIRLS & BOYS RANCH

JOB DESCRIPTION

POSITION TITLE

- Community Relations Coordinator
 - The ideal candidate is a people person with a friendly demeanor, who works well with others and is a self-starter.

POSITION PURPOSE

- Social Media Management
- Volunteer Coordination
- Special Events (organize event and solicit sponsors)
- Complete gift entry processes occasionally as back up for Data Entry Officer

TIME COMMITMENT

- Hours are usually 8:00am-5:00pm (one hour off for lunch) 40-hour work week
- Must be available after hours and on weekends when necessary
- Schedule will vary occasionally based on program needs

REQUIREMENTS

- High school diploma
- Able to successfully use data processing technology, computer systems, and multiple printers
- Computer skills: Word, Excel, PowerPoint, etc.
- Learn and become proficient using Donor Perfect or other gift processing software for data entry, volunteer coordination and special events
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills
- Familiar with social networking and social analytics tools
- Develop proficient skills using donor software, social media (Facebook, Instagram, Twitter, etc.) & be able to provide training to other Advancement Team members as needed
- Excellent communication skills (both verbal and written)
- Ability to accomplish goals independently
- Excellent interpersonal skills with a high level of professionalism
- Fantastic customer service skills
- Highly ethical
- Must have a high regard for detail and accuracy
- Ability to work well with a diverse group of staff and volunteers
- Able to call on and solicit businesses for sponsorships and in-kind gifts (auction items, etc.)

RESPONSIBILITIES

Social Media Responsibilities

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Set up and optimize organization pages within each platform to increase the visibility of the organization's social content
- Respond to comments in a timely manner and notify the Director of Advancement about any problems or issues.

Volunteer Organizational Duties and Responsibilities:

- Develop and maintain a comprehensive recruitment, orientation, training, retention and recognition plan for individual and group volunteers
- Develop and maintain strong, positive relationships with collaborative partners (Volunteer Center of Lubbock, etc.)
- Collaborate with program leadership in developing and maintaining a comprehensive list of involvement opportunities throughout the organization
- Develop and maintain complete and accurate records including volunteer policies, procedures, position descriptions, standards of conduct
- Work closely with HR staff for volunteers who need back ground checks
- Find and coordinate booth displays at fairs, festivals, schools, corporations etc. to promote agency volunteerism
- Serve as a primary point of contact for all requests to volunteer/collaborate, including telephone, voicemail, email, and written requests always ensuring a timely response
- Assist with volunteer scheduling & recognition by coordinating with other program directors

Special Events Duties and Responsibilities

- Organize Annual Sparkles & Spurs Gala (logistics)
- Put together event committee made up of volunteers and staff
- Solicit sponsors for Gala, work toward event monetary goal as set by Director
- Arrange for volunteers to help work Gala and other special events
- Point of contact for people/organizations wishing to host special event to benefit TxGBR

Additional duties:

- Respond to phone inquiries regarding gifts to TxGBR and needs of donors
- Responsible for capturing photos/videos of TxGBR activities to use for Advancement purposes
- Conduct TxGBR tours as needed
- Post press releases for events or other activities for TxGBR
- Actively and regularly post engaging information & stories on social media
- Maintain and organize inventory of Advancement supplies and marketing materials
- Assist with Circuit Rider and monthly appeals as needed
- Attend regular Performance Quality Improvement (PQI) training and be a part of the PQI team process
- Other duties and projects as assigned by supervisor

ORGANIZATIONAL RELATIONSHIP

- Reports to Director of Advancement