



Outreach Manager

Position Description

Responsible for public engagement activities; including but not limited to assistance with events, electronic communications, volunteers, stakeholder appreciation, and merchandise development. Mission Righteous Roots is a faith-based nonprofit crisis resource center committed to providing free social services to any individual or family within our service area who is dealing with trauma, crisis, or hardship as a result of past or present abuse of any type.

Direct Supervisor: Executive Director

Responsibilities include:

Marketing, Communications and Public Relations

- Work with Marketing team to develop and implement an integrated strategic communications plan to advance brand identity, broaden awareness of program and increase visibility across key stakeholder audiences
- Write, update, edit and oversee production and design of printed materials including Thank You cards, Newsletters, and email communications with the public/community/donors/stakeholders.
- Serve as primary media contact; Develop and implement PR strategies including media outreach, fielding media inquiries and creating and maintaining media lists
- In coordination with the Marketing team, ensuring proper and consistent use of naming conventions, brand attributes, and logo
- Prepare photography and other media for publication and maintain digital media library
- Develop & Implement an "Appreciation" schedule for donors, volunteers, staff, & BOD
- Schedule, attend, & distribute material at outreach events

Social Media, Website and E-Marketing

- Work with staff and contractors to develop and implement social networking strategies, develop content and monitor and respond to inquiries
- Write testimonials for website and social media
- Oversee website, including: maintain integrity of website content and structure; monitor and report on key metrics from Google Analytics; and utilize Search Engine Optimization
- Manage and execute email communications program, including quarterly e-newsletters, campaign messages and fundraising e-appeals

Volunteer Management

- Process volunteer applications and manage volunteer database

- Recruit, schedule, train and manage all volunteers
- Prepare and track volunteer materials
- Ensure funds and reports are submitted in a timely manner.

Other

- Maintain Contact Management database
- Manage merchandise program including design, orders, promotion and inventory
- Attend and assist with fundraising, informational, & outreach events
- All staff are expected to contribute to the cleanliness and upkeep of the office interior and exterior
- Perform miscellaneous job-related duties as assigned
- Participate in staff meetings, client staffings, and attend training as required.

Minimum Qualifications:

- Bachelor's degree; Proven experience in relevant position
- Bilingual English/Spanish preferred
- Tech savvy; proficient in MS Office, Google platforms, Adobe Creative Suite
- Advanced knowledge of social media, experience with graphic design and website management
- Self-motivated and able to work with minimal oversight
- Excellent time-management and organizational skills
- Outstanding verbal and written communication skills
- Detail-oriented and efficient
- Agree and adhere to our organization's Statement of Faith

Benefits

- 15 days of Paid Time Off
- Paid Holidays

Licenses, Registrations, Certifications, or Special Requirements:

- Valid Driver's License.
- Reliable transportation.
- Some day travel is required.
- Must be willing to attend training as required for this position.

Note: Applicant must perform all of the above duties and responsibilities without any bias or prejudice against any person on the basis of race, religion, color, sex, national origin, age, disability, marital status, veteran status, citizenship, genetic information, or any other characteristic protected by law, and the applicant must perform and accomplish other duties in alignment with the mission and statement of faith for Mission Righteous Roots.

Employee Signature

Date

Printed Name

Executive Director