

SOUTHWEST MINNESOTA HOUSING PARTNERSHIP

Job Title: Fundraising and Communications Specialist

Supervisor: Director of Resource and Program Development

Classification: Exempt

Proposed Approval Date: January 2024

Updated:

SUMMARY:

The position shall identify and secure resources to support core activities of the SWMHP and provide planning services to support the activities of communities and other local and regional entities to meet housing, community development, economic development, and service needs within the region. This position will be expected to work closely with inter-departmental teams. This position will design and plan initiatives to create and maintain a positive public image for the organization. This position will be responsible for all organizational and programmatic outreach, marketing, and promotion to include management of social media and website content.

EXPERIENCE, COMPETENCIES AND EDUCATION:

- Bachelor's degree from an accredited college or university, preferably in the field of Business Administration, Public Relations, Marketing, Communications, English, Planning or Community Development, or an equivalent degree with relative experience.
- Extensive organizational skills.
- Grant writing and proposal development experience preferred.
- Excellent communication skills.
- Ability to work independently, is motivated and a self-starter.
- Extensive research skills and experience.
- Ability to organize, evaluate and present research.
- Ability to problem solve and identify new solutions and adaptations.
- Willingness to work flexible schedules.
- Moderate Computer Experience: Microsoft Office (Word, Excel, Access, Power Point) and extensive knowledge of database management.

PRINCIPAL JOB DUTIES AND RESPONSIBILITIES:

Fundraising: Assist Director of Resource and Program Development in the determination of funding needs and research the potential sources of additional funding. Assist in the development and implementation of fundraising campaigns to meet the needs of the organization. Oversight and organization of all fundraising activities. Maintenance of a donor database.

Organizational Outreach, Marketing, and Promotion: Develop and maintain organizational marketing material for resource development, maintain relationship with the current customer base and make initial contacts with potential new customers including communities, EDA's, HRA's,

employers, chamber of commerce, etc. Develop organizational marketing materials to ensure all marketing materials are consistent with the organization's branding guidelines and are audience appropriate. Coordinate events for fundraising initiatives.

Program Specific Marketing and Promotion: Work with departmental staff to develop and maintain program specific marketing material for various programs offered through the SWMHP lines of business. Coordinate distribution of materials.

Social Media Account and Website Management: Creation of content for and management of all social media accounts held by SWMHP. Regular posting of SWMHP content to appropriate social media sites dependent upon audience. Create and update content for SWMHP website.

Newsletter: Create and publish a monthly internal newsletter. Work with departmental staff for content creation. Create content for an external quarterly e-newsletter for partners, donors, etc. Manage distribution of newsletters.

Community Representation: Represent the Southwest Minnesota Housing Partnership in communities, counties, state and federal organizations, foundations, and all other public activities at the direction of the Chief Executive Officer and Chief Operating Officer.

Travel: Travel within the region frequently (multiple times weekly), within the State Minnesota occasionally (monthly), and will travel out of state as needed for training and other staff development opportunities. Must be willing to drive company vehicles or a personal vehicle as required.

Lifting: Lift more than 50 pounds on occasion.

Hours: Work primarily daytime office hours during the week but will be expected to work a flexible schedule including evening hours and weekends to accommodate customer needs and deadlines.

DISCLAIMER AND APPROVAL

This position will perform other duties as assigned by the position's Supervisor and the Chief Executive Officer.

The foregoing statements describe the principal functions of this position but shall not be construed as an exclusive listing of all inherent requirements for the position.

Employee Acknowledgment:

Signature

Date

Employer Acknowledgment:

Signature

Date