

Position: Director of Communication and Outreach: Full time-- \$44,000-\$48,000

Position Overview: This role will provide leadership to implement the vision for the Outreach Program for The Initiative to achieve the mission to advocate for persons with disabilities who have experienced abuse with Vision to Create Abuse-Free Culture for All. This program was developed with intention of addressing systemic and cultural issues that affect the vulnerable population of people with disabilities to abuse.

The goal of this program is to address the cultural and systemic issue by educating the public, being involved in public policy, and community engagement. The Director of Communication and Outreach will report to the Executive Director and work in conjunction with the Executive Director in the areas of fundraising, public relations, and marketing.

Outreach Responsibilities: Serve as an Outreach spokesperson to the media and the general public, to position and strengthen Outreach's name recognition and reputation in the community. Facilitate community organizing through public presentations, in-service training, technical assistance, task-force participation, and public policy presentations.

- Represents The Initiative routinely and professionally at local, state and national events and initiatives through attendance, public speaking, serving on committees, and presenting information sessions
- To ensure that the organization meets the annual outreach goal for five of VALE grants, VOCA, DVP and foundation grant
- Coordinate quality assurance of all aspects of outreach by approving all presentations, gathering data, and reviewing surveys monthly. Then provide a monthly outreach activities report.
- Attending events and conferences and holding a booth and provide information on The Initiative's services and educate people on domestic violence & disability and support recruiting volunteers.
- Provide cross trainings to law enforcement agencies, conferences, and community services agencies to raise awareness and encourage referrals and collaboration.
- Works on special projects and events such as annual holiday celebration for The Initiative's clients, fundraising events, and future galas.
- Responsible for the enhancement of Outreach image by being active and visible among local business leaders, national corporations, and with other professional, civic and private organizations.

Fundraising: Financial Performance and Viability: Develops resources sufficient to support the financial health of the organization:

- Support fundraising efforts and, in time, engage other professional fundraisers in seeking annual, major, campaign and planned gifts.
- Identifying potential donors and otherwise increase the overall visibility of Outreach.

Communications: Write development documents, including fundraising proposals, publications, and communication materials (cultivation, solicitation, and donor acknowledgment letters). Manage creation, distribution, and maintenance of all print and electronic materials, including:

- Monthly or Quarterly e-newsletters for an external audience of members, partners, and supporters
- Annual report for donors and other supporters
- Marketing, development, and solicitation materials, as needed
- Consistent and engaging postings and conversations on social media outlets, including Facebook, Twitter, LinkedIn, and YouTube, as appropriate
- Maintain and update the organizational website with event announcements, photos, news articles, newsletters, press releases, etc.
- Press releases, as needed
- Event announcements, invitations, programs, and signage

We are committed to equal employment opportunity regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender, gender identity or expression, or veteran status. We are proud to be an equal opportunity workplace.

Education/Experience/License/Certification

- Two 2-4 years of relevant experience.
- Bachelor's degree preferred
- Must have understanding of issues and dynamics of abuse through anti oppression lens.
- Bilingual Spanish preferable
- **QTBIPOC and individuals with disabilities are encouraged to apply.**

Knowledge/Skills/Abilities:

- Excellent skills in community outreach, networking and building and maintaining relationships.
- Ability to present in front of large and small groups.
- Excellent verbal and written communication skills
- Strong leadership skills, including the ability to lead change in a positive, proactive, and collaborative way.
- Excellent organizational skills and attention to detail required.
- Ability to work independently as well as in a team setting.
- Ability to prioritize multiple tasks or projects, take initiative, and follow through with tasks.
- Demonstrates cultural humility in working with people of diverse cultural and ethnic backgrounds.
- Demonstrates awareness, support, and appreciation for cultural and diversity issues.

*******Please E-mail your cover letter and resume to Ashlee@TheInitiativeCo.org**

