



Position Title: Manager, Communications & Events

Statement of Duties

Duffy Health Center is a patient-centered medical home, and every role requires functioning effectively using a team-based approach. The Manager, Communications & Events develops and implements strategies designed to meet Duffy’s communications and fundraising goals. Collaborates with Chief Development & Community Engagement Officer (CDO) on development of new and strategic communications content and channels to reach target audiences and build the Duffy brand. With direction from the CDO, the Manager develops the fundraising event strategy from development through execution. This position is deemed non-essential* in the DHC Emergency Operations Plan.

Position Functions

The essential functions or duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if work is similar, related, or a logical assignment to the position.

1. Participates as a member of the Duffy Health Center Management Team, contributing to agency decision-making.
2. Supports the planning and management of hallmark and unique fundraising and community events, including coordinating volunteer committees to plan and execute engaging and inspiring events.
3. Manages event logistics and relationships with partners, sponsors, venues, and vendors. Develops marketing collateral and communications related to events.
4. Collaborates with CDO on implementing the annual Marketing Communications Plan and editorial calendar, including objectives, channels, strategies, and tactics based on organizational and strategic goals.
5. Creates messaging and copy in collaboration with the CDO to support internal and external communications, program, and event marketing. Collaborates with CDO on development of new and strategic communications content and channels to reach target audiences and build the Duffy brand. Collaborates with teams across the organization to identify marketing and communications in support of strategic initiatives.



6. Identifies and collaborates with media in partnership with CDO.
7. Staffs the Marketing & Development Committee of the Board of Directors in support of organizational advancement goals related to communications and fundraising.
8. Monitors and maintains consistent messaging, use, and implementation of brand guidelines and brand identity in all marketing materials for DHC, including but not limited to the Impact Report, printed long-form newsletters, flyers, invitations, posters, and brochures.
9. Creates DHC website content; ensures accuracy of copy and content, compliance with funding requirements and accessibility for users.
10. Curates content for DHC social media channels including Facebook, Instagram, LinkedIn, and YouTube. Monitors these pages and audience interactions and triages messages received via social media and website to appropriate staff.
11. Produces DHC podcasts and videos for various internal and external needs, including marketing communications and patient education.
12. In partnership with the CDO, oversees accurate and timely gift process, including processing donations, and generating timely and accurate acknowledgement letters and communications. Manages donor and fundraising database including data integrity, updates, and corrections. Provides and interprets data on a regular and as needed basis to support the organizations' development activities.
13. Supports CDO in identifying and cultivating relationships with key community partners such as but not limited to individuals, businesses, faith communities, community donors, and supporters.
14. Supports agency initiatives that increase DHC's profile regionally and nationally that address DHC's goals, such as creating a more just and diverse organization and community.
15. Serves as primary contact for all volunteer inquiries and directs to internal department heads and HR.
16. Represents the department as assigned to various community groups and partnerships.



Requirements under the DHC Emergency Operations Plan

During a declared Emergency, staff deemed as Essential Personnel are expected to work onsite at Duffy Health Center and Non-Essential Personnel are expected to work remotely. This position is non-Essential and therefore this position may be expected to work remotely during a declared emergency.

Education and Experience

BS/A in a related field with 8+ years of experience required; 10+ years preferred; in communications and events.

Accountability

The nature of the professional or technical work means that errors in analysis, techniques, or recommendations would probably be difficult to detect. Consequences of errors, missed deadlines, or poor judgment could result in reputational damage, excessive costs, or legal repercussions.

Judgment

The work requires examining, analyzing, and evaluating facts and circumstances surrounding individual problems, situations, or transactions, and determining actions to be taken within the limits of standard or accepted practices. Guidelines include a large body of policies, practices, and precedents which may be complex or conflicting, at times. Judgment is used in analyzing specific situations to determine appropriate actions. Employee is expected to weigh efficiency and relative priorities in conjunction with procedural concerns in decision making. Requires understanding and interpreting research as well as federal, state, and local regulations and policies.

Complexity

The work consists of the practical application of a variety of concepts, practices and specialized techniques relating to a professional or technical field. Assignments typically involve evaluation and interpretation of factors, conditions, or unusual circumstances; inspecting, testing, or evaluating compliance with established standards or criteria; gathering, analyzing, and evaluating facts or data using specialized fact-finding techniques; or determining the methods to accomplish the work.

Supervision

Under the general direction of the Chief Development Officer, the employee plans and carries out



the regular work in accordance with standard practices and previous training, with substantial responsibility for determining the sequence and timing of action and substantial independence in planning and organizing the work activities, including determining the work methods. The employee is expected to solve through experienced judgment most problems of detail or unusual situations by adapting methods or interpreting instructions to resolve the particular problem. Instructions for new assignments or special projects usually consist of statements of desired objectives, deadlines, and priorities. Technical and policy problems or changes in procedures are discussed with supervisor, but ordinarily the employee plans the work, lays it out and carries it through to completion independently. Work is generally reviewed only for technical adequacy, appropriateness of actions or decisions, and conformance with policy or other requirements; the methods used in arriving at the result are not usually reviewed in detail.

Nature and Purpose of Personal Contacts

The position has frequent contact as a lead representative of DHC with patients and co-workers, volunteers, donors, board members, and other members of the community, in person, via email and on the phone. The purposes could be for collecting information, giving or receiving information and assistance, and for fundraising purposes. More than ordinary courtesy, tact, and diplomacy may be required to resolve complaints or deal with hostile, uncooperative, or uninformed persons.

Work Environment

The work environment involves everyday discomforts typical of offices, with occasional exposure to outside elements. Noise or physical surroundings may be distracting, but conditions are generally not unpleasant.

Physical and Mental Demands, Occupational Risk

Little or no physical demands are required to perform the work. Work effort principally involves sitting to perform work tasks, with intermittent periods of stooping, walking, and standing. There may also be some occasional lifting of objects (up to 30 lbs.).

Duties are largely mental rather than physical, but the job may occasionally require minimal motor skills for activities such as moving objects, computer and/or most other office equipment, typing, filing, sorting, or operating a motor vehicle.

Duties of the job present little potential for injury. Risk exposure is similar to that found in typical office settings.



Confidentiality

Has regular access at the departmental level to a wide variety of confidential information, including donor information (names, gift amounts, etc) and financial records such as Duffy Health Center business credit card information.

Knowledge, Skills and Abilities

A candidate for this position should have:

Knowledge of:

- Current health care marketing and fundraising communications, and social media best practices
- Communications tools, including social media and others, to effectively reach multiple target audiences across many platforms
- Website platforms and on-line donation software
- Podcasting technology and production
- Contemporary communications strategies to support fundraising including an annual communications calendar and plan to support excellent donor stewardship
- Standard practices and execution of communications design
- Relational donor databases
- Fundraising event strategy development and execution
- Landscape of local nonprofit organizations

Skill in:

- Interpersonal skills and boundaries, working with staff, volunteers and patients in an engaging and empathetic manner
- Excellent verbal and written communications
- Translating complex medical information into layman's terms and in concrete ways, with an eye and consideration of health literacy level
- Communication and collaboration with people at all levels including donors, board members, and staff
- Strong analytical and critical thinking
- Organization, prioritizing, project management, and planning



- Use of a computer and smart phone, including Microsoft Office Suite, Adobe Creative Suite, and donor management software.

Abilities:

- Work independently with minimal supervision and effectively in a team environment
- Complete and track tasks
- Exceptional attention to detail
- Flexible and welcoming demeanor
- Assist others including colleagues and volunteers
- Representation of DHC mission, vision and values

**Essential*

*Employees designated as “essential,” a standard Incident Command term used in Emergency Management, typically work on-site to provide direct clinical care or management of such.

**Non-essential*

Employees designated as “non-essential,” a standard Incident Command term used in Emergency Management, typically work off-site remotely to provide either clinical or administrative support to clinical operations.