

COMMUNITY VOLUNTEERS IN MEDICINE

Position Description

Position Title: Development and Communications Associate

Reports To: Vice President of Development

FLSA Status: X Exempt

Revision Date: December 2018

Job Type: Full –Time

General Summary: The Development and Communications Associate will work with the Vice President of Development and Director of Development to proactively create, manage, facilitate and execute CVIM's development and marketing plans. Responsible for all social media, internal and external communication collateral, media relations (print, digital, broadcast, trade), website management, print newsletters, annual report and various development administrative functions. The ideal candidate has experience in a fundraising environment, a passion for improving our communities, is highly motivated and detail-oriented, and has excellent writing, management and layout skills.

Major Duties and Responsibilities:

- Work with the Development and CVIM staff as needed in planning, preparing and executing internal and external communication programs aligned with Development and strategic goals.
- Oversee creative production, edit and distribution of CVIM marketing materials including print newsletters and monthly online newsletters, donor correspondence, articles, annual report, media advisories and press releases, advertisements, brochures, event materials and other communication and collateral material for internal and external audiences.
- Manage marketing and social media platforms (Facebook, Twitter, LinkedIn, and Instagram) to ensure timely and accurate communications and maintenance. Ensure content is aligned with and supports marketing/development goals and effectiveness is measured.
- Work closely with CVIM staff and volunteers to understand and be able to capitalize on healthcare center activities to effectively promote CVIM. Stay current on healthcare topics, marketing and fundraising trends, and community activities that affect CVIM as a free healthcare center.
- Responsible for the management, maintenance and regular update of content on CVIM website.
- Establish and maintain collaborative and productive relationships with the print and broadcast media proactively developing relationships with journalists, creating press releases, pitching stories and responding to inquiries.
- Write acknowledgement letters, donor appeal letters, email appeals, and some grant material.
- Arrange for vendor services for design, printing, mailing, photography, advertisement placement, and other services.
- Point of contact for management of Board Marketing Committee, presentations, programs, other meetings and support of special event management and implementation, as needed.
- Participate and represent CVIM in community outreach opportunities including, but not limited to, attendance and presentations at local Chambers, Rotaries, United Way, and other community events. Develop and implement strategies to improve organizational visibility and public relations activities.
- Function as department backup for donor database, gift and acknowledgement processing, reporting, and list preparation and management.
- Responsible for administrative functions in support of development initiatives and performs other duties as assigned.

Qualifications:

- Bachelor's degree in communications, marketing, health or business administration.

- 2-3 years' experience in development/fundraising, communications, healthcare, or non-profit setting with emphasis on communication, database management and donor cultivation.
- Excellent writing, editing, and verbal communication skills (knowledge of the Associated Press Stylebook preferred.)
- Experience with desktop publishing software, Adobe InDesign preferred.
- Highly creative, detail-oriented, accurate, organized, analytical, flexible and able to meet deadlines.
- Excellent time management skills with the ability to handle multiple projects simultaneously.
- Superior communication skills with ability to effectively communicate internally and externally with staff, board members, volunteers, donors, vendors, and patients.
- Highly collaborative style to work with all constituent groups.
- Understanding the need for professionalism in attire and approach with all CVIM constituents.
- Experience with managing relationships with the media and working with vendors.
- Ability to manage meetings and present to internal and external audiences.
- Computer Skills – Knowledge and use of the Internet, Microsoft Office Suite, graphic design applications and software, marketing and social media platforms and applications, and development donor applications and software, preferably Donor Perfect.
- Available to work nights, weekends and other times as needed.

If you are interested in joining the CVIM team, please submit a resume and cover letter describing your experience, interest and why you are the right fit for this position, including three professional references, and your salary requirements to DMahal@cvim.org.

In the interest of expediting our process, only candidates who submit cover letters with resumes will be considered.

Community Volunteers in Medicine was founded in 1998 as a free clinic primarily staffed by volunteers. To this day, CVIM continues to be committed to its founding objective – increasing access to high quality primary medical and dental care and prescription medications for uninsured, vulnerable families living in poverty in the Chester County region – the working poor who have no place to turn for care. Providing healthcare, hope and healing for over 20 years, CVIM has become a nationally-recognized non-profit healthcare provider. From our humble beginnings as the region's first volunteer-based clinic to our current medical facility in West Chester, we remain steadfast in our mission to provide free healthcare to individuals in need throughout the Chester County region.

Why Work at Community Volunteers in Medicine? Our volunteers and employees speak highly of the work environment at CVIM. With a history spanning over 20 years, the desire to save and improve lives is at the core of all we do. Generosity and compassion are what makes CVIM – they are the hallmarks of who we are – our heartbeat. Community volunteers (doctors, nurses, dentists and support professionals) spend their expert time offering free, high-quality care with their skills to patients. These patients are seen daily at our healthcare center and are tremendously grateful for being treated with compassion and dignity. It is an incredible privilege for CVIM to touch people's lives in such a profound way. We welcome you to join us in support of our mission.