



**California  
Human Development**

Creating opportunities for people to rise above barriers in their pursuit of better lives.

<b>PROGRAM/DEPARTMENT:</b> Administration  <b>LOCATION:</b> Headquarters Santa Rosa	CHD is committed to implementation of an Affirmative Action Policy and the Americans with Disabilities Act in its recruitment selection and placement of all personnel.  CHD is an Equal Opportunity Employer
<b>JOB DESCRIPTION TITLE:</b> Community Impact Director	<b>POSITION STATUS:</b> Full Time <b>FLSA STAUS:</b> Exempt
<b>SALARY:</b> Grade 13	<b>Program Hours:</b> Varies as needed

**SUMMARY:** The Community Impact Director will plan, develop, implement, and analyze community relations campaigns, marketing efforts, and related events. This position reports to the CEO and is a member of the executive team.

**ESSENTIAL RESPONSIBILITIES AND DUTIES:** Under the supervision of the CEO the Community Impact Director is responsible for:

**Development 20%**

- Creates and maintains a development plan for the agency.
- Gatekeeper of the development plan processes.
- Responds to inquiries from community members and other interested parties; when needed recruits a knowledgeable spokesperson or information source to assist.
- Plans, coordinates, and executes special events, fundraisers and press conferences.

**Marketing & Social media & Website 10%**

- Manages CHD’s social media platforms.
- Manages CHD’s website.
- Drafts and distributes/publishes various content pieces that promote the company, as well as individuals or groups within the company.
- Develops and maintains positive publicity materials and distributes them through a variety of channels.

**Donor Plan 50%**

- Responsible for making a case for giving to potential donors.
- Manages CHD’s donor database.
- Builds and maintains relationships with members of the community.
- Develops and maintains positive relationships with foundations, charitable trusts, etc.
- Plans, develops, implements, and organizes events to advance the mission and goals of the agency.

- Organizes community outreach programs and coordinates special events that will influence public opinion or promote services, or ideas of the company.
- Works with CEO and the board of directors on fundraising and events

#### Volunteers 20%

- Manages the volunteer program for the agency
- Actively participate in the safety program and provide meaningful suggestions for working safely.
- Other duties as assigned

### **KNOWLEDGE, SKILLS AND ABILITIES:**

#### LANGUAGE SKILLS:

- Ability to read, analyze and interpret general service contracts or governmental regulations in English.
- Ability to communicate effectively verbally and in writing.
- Spanish-speaking ability highly desirable

#### MATHEMATICAL SKILLS:

- Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals.
- Ability to compute rate, ratio, and percent and to create and interpret charts and graphs.

#### REASONING ABILITY:

- Sufficient capability in cognitive reasoning to perform complex transactions with a high degree of accuracy.
- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- Ability to interpret a variety of instructions furnished in written, oral, diagram or schedule form.
- Ability to maintain appropriate boundaries with clients and staff both on and off duty as defined by agency ethical codes.
- Ability to use effective judgment in crisis situations
- Ability to solve problems and resolve conflicts effectively
- Should be one of caring and concern for other employees and clients served.
- Should build lasting relationships with employees and clients giving them confidence in your skills and ability.
- Ability to maintain own psychological well-being.
- Ability to recognize and manage personal bias.

### **SUPERVISORY RESPONSIBILITIES:**

- Supervises employees. Front desk staff and Development Associate
- Is responsible for the overall direction, coordination, and evaluation of these employees.
- Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws.
- Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

**QUALIFICATIONS:**

**EDUCATION:**

Bachelor's degree in Communication, Public Relations, Marketing, or related field

**EXPERIENCE:**

- A. At least three years of work in public relations OR at least three years of work in a human services agency.
- B. Minimum three years supervisory experience.

**WORKING CONDITIONS:**

**PHYSICAL DEMANDS:**

Frequently: Sitting, Standing, Walking, Lift up to 20 pounds, Carrying, Seeing, Hearing, Speaking, Keyboarding  
Occasionally: Pushing, Pulling  
Seldom: Stooping, Climbing, Squatting, Kneeling, or Twisting

**WORK ENVIRONMENT:**

The noise level in the work environment is usually moderate. May have exposure to hazardous materials/conditions.

**CERTIFICATES, LICENSES:**

- Valid California Driver's license.
- Proof of insurance on personal automobile.
- Satisfactory DMV printout of driving record.

**ACCEPTANCE AND CERTIFICATION:**

Upon acceptance of employment with CHD, I certify that I have read and understand the essential functions of my job as outlined above.

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Employee's Signature

Date

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Supervisor's Signature

Date