

**Britepaths**  
**JOB DESCRIPTION - 2019**  
**COMMUNITY RELATIONS MANAGER**

Job Title: Community Relations Manager  
Reports To: Director of Development  
Job Status: Hourly, Full-time  
Location: Fairfax, VA

**Summary of Responsibilities**

The Community Relations Manager works closely with the Director of Development to coordinate and execute Britepaths' business development tactics to drive revenue. Will support new business development needs within the organization to drive the ability to meet and/or exceed revenue goals. The Community Relations Manager is responsible for researching and cultivating new business leads and partnerships.

**Position Requirements**

Candidate must have a proven track-record in building and maintaining a donor base with expertise in fundraising from multiple funding streams. Ability to fully embrace and articulate the mission and vision of Britepaths. Must enjoy engaging with people, daily. Requires the ability to communicate clearly and effectively orally and in writing; advanced skill in the use of word processing, electronic mail and calendar software applications; considerable knowledge of modern office procedures and practices; correct punctuation, spelling, and grammatical usage; filing, indexing, and cross-referencing methods; and types and uses of common office materials and machines. Must be skilled in planning and organizing work, setting priorities, managing multiple tasks simultaneously, meeting critical deadlines, following up on assignments, and directing the work of others. Must be able to work effectively under pressure with frequent interruptions; understand and carry out oral and written instructions; establish and maintain cooperative and effective relationships with those contacted in the course of work; and exercise excellent customer service skills at all times. Has tech-savvy ability to use database technology for donation tracking, donor moves management, and dash-boarding. Outgoing personality and willingness to spend up to 50% of your time in the community building relationships. Must be willing to work 2-3 evening meetings per month, including some weekends. Must be willing to use personal car with mileage reimbursement.

**Essential Duties and Responsibilities:**

- In collaboration with leadership, designs and implements a strategic marketing plan that expands the Britepaths' corporate support to ensure its continued strong presence
- Provides market feedback to the development staff, competitive offerings, prospect needs and ideas to generate new support.
- Plan and coordinate the implementation of business plans and the penetration of new markets.
- Develop and in collaboration with leadership implement new sponsorship initiatives, strategies and programs to capture key demographics
- Continually develop knowledge of the business climate and competition
- Maintains in-depth knowledge of Constant Contact and other customer relationship databases.
- Build and foster collaborative relationships with key community partners and vendors to support marketing and revenue growth for Britepaths unrestricted funds.
- Plan to ensure achievement of non-assessment revenue target, aligning with Britepaths' business development policies and strategies
- Maintain revenue volume by keeping current with supply and demand of current and proposed programs, changing trends, economic indicators and competitors
- Make presentations about Britepaths in the community and with key contacts to cultivate support for the organization; and serve as a spokesperson for Britepaths.
- Attends networking events on a regular basis to cultivate new donors and promote Britepaths' events.
- Assist with event planning, specifically in soliciting and securing sponsorships, in-kind donations and services; and other duties as assigned.
- Manages Information tables and supply of marketing materials, and manages pool of volunteer ambassadors.

**Education and Experience** – Bachelor’s Degree in Marketing, Communications, Business Administration, Advertising, or related field. A minimum of five years of progressively responsible business development experience with a minimum of 2 years in sales experience; or equivalent combination of education and experience.

**Computer Skills** - To perform this job successfully, an individual should be proficient in the use of Microsoft Office applications.

**Salary & Benefits** – Salary is based on experience. Available benefits include: flexible schedule, telecommuting, Paid Time Off and 403b match, health benefits.

Interested candidates should send a cover letter, resume, and salary history/expectations to D’Ivonne Holman at [DHolman@britepaths.org](mailto:DHolman@britepaths.org) by June 7, 2019.