

Director of Communications, Outreach and Development

ROLE

The Director of Communications, Outreach and Development is responsible for external communications and fundraising activities, including capital development. In this leadership role, the Director of Communications, Outreach and Development sets standards for quality communication to the community and ethical fundraising procedures. The Director of Communications, Outreach and Development is a member of the Executive Management Team and is responsible for imparting BRING's mission and values throughout the organization and community. The Director of Communications, Outreach and Development supervises the marketing and communication plan, and coordinates with the Director of Retail for store sales, event outreach, and general communication planning and advertising. The Director of Communications, Outreach and Development is an exempt employee and reports to the Executive Director.

PRIMARY RESPONSIBILITIES

PUBLIC RELATIONS/COMMUNICATIONS

- Develops and leads implementation of an annual strategic communications plan that aligns with BRING's overall strategic priorities.
- Provides leadership and oversight of BRING's brand, messaging, public voice, and visual identity to ensure consistent and effective communication across the organization.
- Collaborates with program and department directors to identify outreach priorities, coordinate campaigns, and ensure programs and services are effectively communicated to target audiences.
- Coordinates press releases and media events.
- Generates high quality, compelling outreach, marketing materials, and campaigns that serve all BRING's programs and services, including print and digital collateral: newsletter, social media (Facebook, Instagram, blogs, etc.), billboards, radio, and other paid advertising placements.
- Monitors and updates content of BRING's website.
- Serves as general editor of all program digital newsletters (Education and Rethink Business), including general layout, content oversight, design review.
- Develops and manages budgets related to communications, marketing, outreach, advertising, events, and development activities.
- Establishes goals and metrics for communications, outreach, and development activities and evaluates results to inform future strategy and resource allocation.

FUNDRAISING

- Identifies funding opportunities and coordinates grant development, reporting, and funder stewardship in collaboration with the Executive Director.
- Establishes fundraising systems and procedures.
- Oversees and produces appeal letters.
- Oversees donor relations and donor recognition events.
- Oversees sponsorships.
- Plans and supports capital campaign, as needed.

EVENT COORDINATION

- Identifies opportunities to increase BRING's visibility and engagement with priority audiences through partnerships, events, presentations, campaigns, and community initiatives.
- Coordinates community outreach presence and staffing needs at annual Re-Imagine Earth Day, Home and Garden Shows, and other events as requested.
- Oversees other BRING events.

OTHER RESPONSIBILITIES

- Serves on the Executive Management Team.
- Represents BRING at community events.
- Staffs board committees, as needed.
- Performs other related duties as needed.

DESIRED KNOWLEDGE

- Familiarity with BRING's work, including our reuse store, consulting services, education and community programs.
- Knowledge of or experience with sustainability practices, behavior change strategies, or community outreach.
- Recycling and waste reduction hierarchy.
- Operation of business machines.
- Current grammar rules and trends.
- Local media.
- Electronic media.

DESIRED SKILLS

- Interest in recycling, reuse, and sustainability.
- Excellent communications skills, verbal and written.
- Excellent editing skills.
- Excellent interpersonal skills.
- Ability to work independently, manage multiple priorities, and meet deadlines.
- Strong computer skills, including Microsoft Office products (Word, Excel, Outlook) and website programs.
- Graphic design skills a plus.
- Good general math skills.
- Good reading comprehension.

DESIRED ABILITIES

- To work independently, as well as collaboratively with a team.
- Ability to supervise and work with volunteers and community members.
- To work indoors and outdoors at BRING and non-BRING facilities.

OTHER REQUIREMENTS

- Minimum 3 years' fund development experience including annual campaign, donor solicitation and capital campaigns.
- Minimum 2 years media experience.
- Experience coordinating and working with volunteers.
- Professional appearance.
- High school diploma or GED required. BA or MA in related field preferred.

- Valid driver's license and insurable driving record.

COMMITMENT TO DIVERSITY, EQUITY & INCLUSION (DEI)

BRING is a diverse, inclusive, and equitable place where everyone is valued and respected. BRING operates for the benefit of the community. That includes offering meaningful work and opportunities for growth for our employees and volunteers. BRING strives to provide an inclusive and equitable workplace and to help all Oregonians live well on the planet we share. Building the future we want must be done together and with intention. Inclusiveness and diverse perspectives make us stronger and more effective.

Disclaimer

This job description indicates the general nature and type of work performed by this position. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required.