



**POSITION:** PUBLIC RELATIONS AND SPECIAL EVENTS (PRSE) COORDINATOR  
**PROGRAM:** FUND DEVELOPMENT  
**REPORTS TO:** MAJOR GIFTS/ANNUAL FUND (MGAF) MANAGER  
**STATUS:** FULL TIME  
**RATE OF PAY:** \$14.41 PER HOUR - \$18.85 PER HOUR  
**APPLY BY:** OPEN UNTIL FILLED

### **POSITION SUMMARY**

The Public Relations and Special Events (PRSE) Coordinator will produce and manage major fundraising events, marketing campaigns and development initiatives that ensure the financial stability of Community Action Partnership of Orange County (CAPOC).

### **DUTIES & RESPONSIBILITIES**

1. As a member of the Fund Development Team, plan, market and implement fundraising events and campaigns.
2. Work with volunteer corporate groups to underwrite events that support agency programs.
3. Develop and implement comprehensive annual marketing and public relations strategies.
4. Develop the agency's annual report and serve as editor for the agency's newsletter.
5. Establish and maintain effective working relationships with event sponsors, government officials, and media representatives and use these relationships to develop new business opportunities.
6. Write interesting and effective press releases, prepare information for media kits. Prepare and develop brochures, flyers, and other marketing materials for distribution.
7. Attend civic and business meetings to promote CAPOC services and cultivate donor relationships.
8. Evaluate advertising and promotion programs for compatibility with public relations efforts.
9. Work with MGAF Manager to create and execute stewardship activity plan.
10. Other duties as assigned.

### **MINIMUM QUALIFICATIONS**

#### **Applicant must possess:**

1. Two years experience in public relations and event planning in a fundraising setting is required.
2. Excellent oral and written communication, interpersonal, and organizational skills.
3. Knowledge of survey resources and data collection techniques.
4. Knowledge of methods to identify media contacts and corporate donors.
5. Ability to work independently, handle multiple tasks simultaneously, and interact professionally with all segments of the agency. Ability to maintain confidentiality.
6. Proficiency in Microsoft Word, Excel and Access, Page Maker, Adobe Photoshop, and an understanding of database management.
7. Familiarity with administrative, financial/budgetary and contractual protocols in a non-profit setting.
8. Work with people from all social economic and ethnic groups.
9. Work nights and weekends, as required.

#### **APPLICANT MUST POSSESS THE ABILITY TO:**

1. Demonstrate a clear, concise and effective command of the English language, both oral and written.
2. Speak in front of large groups to advocate the agency's services.
3. Independently prioritize workload and meet deadlines.
4. Demonstrated project management, organization and computer skills.
5. Provide a valid California driver's license, proof of vehicle insurance, access to a vehicle and willingness to drive/travel.
6. Be proactive in identifying donors and prospects.
7. Demonstrated analytical and fund raising skills with the ability to recognize opportunities, identify critical, high pay-off activities and prioritize them to attain goals.
8. Manage multiple priorities, plan and organize work, supervise staff including volunteers.

9. Communicate effectively in writing and orally with staff, clients and the public-at large to explain program variations and limitations; analyze and interpret contract language; create and/or complete reports; understand and follow program regulations and procedures.
10. Develop and maintain rapport with staff, agencies, vendors and clients from culturally diverse backgrounds.
11. Dedicate on-going attention to personal professional development through trade organization networks.
12. Follow contract compliance protocols and procedures. Interpret, analyze, and provide data relevant to program budgets.
13. Interest in managing, developing, motivating and mentoring staff and volunteers.

### **EDUCATION & EXPERIENCE**

Bachelors Degree preferred with two years experience in fundraising and marketing/public relations.

**Required: Two years experience in public relations and event planning in a fundraising setting.**

### **APPLICATION PROCEDURES**

Apply at Community Action Partnership of Orange County, 11870 Monarch Street, Garden Grove, CA 92841. Applications may also be obtained by calling (714) 897-6670 ext. 3617 or e-mail request at [hr@capoc.org](mailto:hr@capoc.org) or visit [www.capoc.org](http://www.capoc.org) to download. Applications must be filed no later than 5:00 p.m. on the closing date. **Resumes will not be accepted without a completed application. Incomplete applications submitted will not be consider.** Facsimile (Fax) copies at (714) 894-5404.

### **MEDICAL EXAMINATION**

A medical examination is required of each new employee whose physical condition must meet the minimum requirements prescribed for the position. In addition, prospective employees must pass a drug screening examination.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Equal Opportunity/Affirmative Action Employer Women and Minorities are Encouraged To Apply

### **THE PROMISE OF COMMUNITY ACTION**

Community Action changes people's lives, embodies the spirit of hope, improves communities, and a makes America a better place to live. We care about the entire community, and we are dedicated to helping people help themselves and each other.

### **EMPLOYMENT BENEFITS**

Community Action Partnership of Orange County offers extensive benefits to its regular full-time employees including:

- ❖ **HOLIDAY** – 12 paid holidays per year.
- ❖ **VACATION** – Employees accumulate up to 12 days per year to a maximum of 20 days after 10 years of employment.
- ❖ **SICK LEAVE** – Employees accumulate up to 12 days per year.
- ❖ **TAX SHELTER ANNUITY** – Community Action Partnership of Orange County pays 6% gross salary to a tax shelter annuity. Employees may contribute additional amounts on a tax-deferred basis.
- ❖ **EDUCATION REIMBURSEMENT** – Job related education and training.
- ❖ **CREDIT UNION PARTICIPATION**

Updated: 1/26/12 & Posted: 2/24/12  
File: PRSE Coordinator

Community Action Partnership of Orange County  
11870 Monarch Street  
Garden Grove, CA 92841