

Community Relations Specialist

Location: Birmingham, AL

Supervisor: Community Relations Director

Purpose: The Community Relations Specialist plays a key role in expanding the reach of Hope Inspired Ministries (HIM) by engaging prospective students, volunteers, and donors. You'll work on branding efforts across social media platforms, the website, publications, and news outlets, while supporting various marketing efforts. Additionally, you'll collaborate with the Community Relations Director and Site Directors on student recruitment and events.

Responsibilities

- Proactively connect with the community to build relationships with potential volunteers and donors.
- Manage and update all social media platforms, creating impactful posts and ads.
- Keep the HIM website up to date with current and engaging content.
- Support the development and fundraising efforts, helping to identify new donors.
- Help manage our donor software (Eleo), tracking contact information, grants, and donations, as well as preparing donor acknowledgments.
- Communicate with stakeholders via Constant Contact and other platforms.
- Organize student events, such as graduation and recruitment activities, in collaboration with Site Directors.
- Plan and coordinate marketing and branding events, ensuring staff coverage and necessary materials.
- Organize fundraising and promotional events across all campuses.
- Represent HIM at speaking events to raise awareness and support.
- Act as the primary contact for media relations and requests.
- Ensure HIM's marketing materials are well-branded and available in adequate supply.
- Actively contribute to staff meetings, training programs, and help foster positive team relationships.
- Supervise and lead volunteers in their activities.

Qualifications and Desired Skill Sets

- Bachelor's Degree in a relevant field with at least 2 years of experience in Public Relations or Marketing. Equivalent experience may be considered.
- Self-motivated and eager to develop and promote HIM's mission.
- Strong computer skills, including proficiency in Microsoft Word, Excel, and Google Suites.
- Excellent written and verbal communication skills.
- Problem-solving and critical thinking skills to work independently.
- A culturally sensitive approach, with an understanding of challenges faced by those in poverty, with substance abuse or mental health issues, or histories of incarceration.
- Team-oriented and collaborative.

Travel Requirements: A valid Driver's License and personal vehicle insurance are required. While a company vehicle is available, you may need to use your personal vehicle for travel between appointments, events, and campuses.

Hours: This is a full-time position with benefits, following the HIM Policies and Procedures. Some evenings and weekends may be required.

Salary Range: \$35,000-\$40,000

Benefits

- Individual health coverage fully paid by HIM
- Access to 401K with a match of up to 3%
- Life insurance plans available after a 90-day probationary period
- 14 paid Holidays
- 2 weeks of vacation
- 2 weeks of sick leave

Morality Clause: Employment may be terminated for serious misconduct, including dishonesty, theft, misappropriation, insubordination, or any action that harms others or brings public disrepute to HIM.

Please email a cover letter and resume to Stephanie Shorter, Community Relations Director, at Stephanie@hopeinspiredministries.org.