

## **Part Time Director of Development/Public Relations- The Center School, Somerset, New Jersey**

The Center School is a non-profit, New Jersey Department of Education approved private school for students with disabilities. Visit our website for a description of our school and our programs.  
[www.Thecenterschool.com](http://www.Thecenterschool.com)

We are seeking an experienced part time Director of Development/Public Relations.

The successful candidate will serve as The Center School's Director of Development/Public Relations overseeing all fundraising initiatives including events, grant writing, and cultivation of benefactors. Additionally, the successful individual will oversee our Public Relations initiatives via print and social media. The successful individual will have the unique opportunity of shaping this position for years to come.

In this role, you will be the face of our schools fundraising and public relations department working closely with the Executive Director and staff. The Center School, currently celebrating its 50th year, has a close-knit culture in which we place a high priority of communication, recognition and collaboration. We are in search of a Director of Development/Public Relations who is aligned with our culture and will continue to enhance it through positive leadership.

### **Duties:**

- Create/develop and oversee our annual fundraising program
- Identify prospective individual and corporate donors and develop strategies to cultivate those relationships
- Maintain ongoing communications with private and corporate donors
- Ensure timely and accurate report deliveries to funders
- Collaborate with staff on the management and planning of fundraising events and donor receptions
- Develop print marketing collateral related to fundraising in collaboration with our advertising department
- Maintain and expand donor data base
- Provide donors with required IRS information annually
- Complete all required city/county/state applications/approvals for all fundraising initiatives requiring permits
- Become the point person spokesperson for all external communications other than those sent by the ED and Board of Trustees
- Be available at all times should there be an emergency need for PR activation
- Work with media outlets to publish timely company information, such as press release

- Make recommendations on the organization's Logo, PR materials for visitors and other related brochures and informational literature about the organization
- Ensure communication strategy is consistent and reflects the organization's strategic vision.
- Implement social media strategies.
- Grow online supporter base and traffic.
- Perform social media community management duties.
- Build and sustain online communities.
- Manage relationships with media outlets.
- Produce and publish mass communications with email blasts and marketing campaigns.
- Ensure consistent framing of messages.
- Engage/create ties with companies at events, conferences, and speaking engagements.
- Advocate on behalf of The Center School with external stakeholders and the media across all communications channels and vehicles.
- Collaborate with marketing to develop the advertising, marketing and promotion plans.
- Edit and revise content as necessary.

**Requirements:**

- Bachelor's degree in non-profit management or related field.
- 4+ years experience in development
- Grant writing experience
- Excellent computer skills.
- Proficient with social media platforms.
- Proven work experience as a Public Relations (PR) Director, PR Manager or similar role
- Solid experience coordinating successful PR campaigns
- Expertise in different social networks, including Facebook and Twitter
- Excellent communication and presentation skills with confidence to serve as the company's spokesperson
- Creative abilities
- Team management skills