



## **Position Opening – Community Relations Manager**

### **About Sherwood Forest**

Sherwood Forest is the only independent, non-profit youth development agency in the St. Louis region providing month-long residential camp experiences and school year programs for children. Sherwood Forest provides dynamic programs and immersive outdoor experiences that inspire and empower youth from under-resourced communities to discover their resilience, prepare for their future, and embrace their civic responsibility.

### **Position Overview**

Under the leadership of the Director of Resource Development and in partnership with the Annual Giving Manager, the Community Relations Manager creates and implements the cultivation and stewardship strategy for donors and volunteers through timely, effective communications and events.

### **Roles and Responsibilities**

#### Donor Communications

- Coordinate the design and production of all internal and external communications and marketing materials including but not limited to: Thank You Letters and Tax Acknowledgments, Annual Report, Printed Newsletters, Friends' Postcards, Holiday Cards, Videos, and Brochures, ensuring that content artwork layout and style are consistent with Sherwood Forest brand guidelines
- Work closely with key staff and board members on marketing and public relations efforts in order to increase visibility with all constituent groups: current and potential donors, corporations, foundations, volunteers, schools and agencies, facility user groups, alumni, and campers. Coordinate, archive, and manage all press releases, telephone contacts, radio television and media placements in increase awareness of Sherwood Forest within community according to Communications Strategy & Planning
- Assist Annual Giving Manager with design and execution of digital and direct mail appeals and solicitations.
- In partnership with Director of Resource Development, develop marketing materials for the organization.
- With the Resource Development Team, support the development of targeted stewardship for major donors , monthly donors, event attendees, alumni, volunteers, board, Greenwood Legacy Society, and capital campaign donors

#### Special Events

- Plan and implement cultivation and stewardship events such as: Young Friends Events, Annual Dinner, cocktail receptions, etc.
- Plan, manage and execute logistical components of major annual event(s) to reach fundraising goals within budget
- Ensure lead donors, volunteers, committee members and other key event partners are effectively engaged for maximum goodwill and fundraising success with goal to be an integral leader during fundraising special events
- Coordinate all fundraising special event committee and subcommittee meetings and serve as staff liaison to those committees

- Research and recommend prospects for special event sponsorship
- Oversee contract agreements related to special events.
- Supervise the management of event mailing lists and related data, working closely with the Annual Giving Manager
- Manage expenses within budget.
- Develop and analyze data from post-event evaluation

#### Marketing & Public Relations

- Maintain and enforce Sherwood Forest brand guidelines
- Manage digital and social media strategy and interactions via Facebook, Twitter, Instagram, YouTube and blogs; Explore other social media platforms and add as necessary
- Collect testimonials such as camper videos/stories and maintain a library to be used as opportunities arise
- Remain up to date with social media trends
- Maintain and update website as needed
- Prepare and maintain Sherwood Forest media kits and presentation packets
- Network with editors and writers of local publications and suggest articles and ideas

#### Resource Development Team Commitments

- Collaborate with Program Team to understand programmatic needs and funding opportunities
- Maintain and support positive relationships with all donors and constituents at all times
- Provide support to all Resource Development efforts including special events, annual fund, capital campaign as appropriate

#### **Qualifications**

- Bachelor's degree preferred
- 3 – 5 years of successful experience in development, or related field
- Experience with donor database systems and graphic design software (Adobe Creative Suite)
- Excellent organizational and time management skills; ability to meet deadlines
- Exceptional analytical, written and oral communication skills
- Project oriented, able to handle several tasks at the same time
- A results-oriented individual, who demonstrates the ability to work well with people at all levels of an organization

#### **Core Competencies, Skills & Abilities**

- Team Work
- Strategic Thinking
- Oral and Written Communication
- Organizational Skills
- Professionalism
- Ethical and Trustworthy
- Initiative
- Commitment to Diversity, Inclusion, and Equity
- Attention to Detail
- Ability to manage multiple projects concurrently
- Creative/Graphic Design skills
- Assure individual and Development Team's full compliance with SF Racial Equity Pledge

## **Application Information**

Sherwood Forest is an affirmative action, equal opportunity employer. All candidates have an equal opportunity for employment, without regard to race, color, religion, sex, age, national origin, disability, veteran status, gender identity, gender expression, sexual orientation, or any other characteristic protected by applicable United States federal or state law. Personal staff information – (application, references, background investigations, medical records) – will not be released, except as may be required by law. Requests for references regarding the staff member's performance will be honored; however, the staff member must authorize the release of such information.

Sherwood Forest is committed to eliminating racism, biases, and racial disparities in our society and eradicating barriers that thwart the development, growth and prosperity of youth in our community. All staff must be willing to work to that end and committed to our upholding our Race Equity Cultural Pledge (which Race Equity Cultural Pledge can be accessed on Sherwood Forrest's [website](#)).

Salary Based on Experienced: \$44,000 - \$48,000.

To apply, please send a detailed resume and letter of interest as a single PDF file to [AngelaF@SherwoodForestSTL.org](mailto:AngelaF@SherwoodForestSTL.org). Applicants will be considered until the position has been filled. No phone calls, please.