

**LIFE MANAGEMENT CENTER OF NORTHWEST FLORIDA, INC.
JOB DESCRIPTION**

**DATE ESTABLISHED 08/01/2001
DATE LAST AMENDED 10/26/2020**

TITLE OF POSITION: Public Relations & Marketing Director

POSITION NUMBER: 43

MINIMUM TRAINING AND EXPERIENCE REQUIREMENTS: Bachelor's degree in public relations, marketing, business, communications, human services, or a related field. Three years of experience with public relations, marketing, and fund raising required. Excellent interpersonal abilities, written and verbal communication skills, public speaking abilities and strong organizational skills are essential.

Compliance with minimum standards for screening of mental health personnel as contained in F.S. 394.4572.

SUPERVISOR: President and Chief Executive Officer

POSITIONS SUPERVISED: None

SALARY MINIMUM: \$45,000 to \$55,000 annually depending upon experience.

WAGE AND HOUR STATUS: Exempt: (Administrative)
Non-exempt: _____

DESCRIPTION OF DUTIES AND RESPONSIBILITIES: *

ESSENTIAL FUNCTIONS: (Essential functions of this position are listed below. The position also includes additional functions as needed and/or assigned by supervisor.)

1. Develop community awareness of Life Management Center's mission and services.
2. Participate in community forums and meetings that are relevant to the Center's mission and pertinent to the welfare of Center clients.
3. Collaborate with the CEO on responding to requests from the media for information on Center services and relevant issues.
4. Network with media, businesses, civic groups, faith-based organizations, health service providers and other community groups.

5. Plan and implement news media, social media and web-based campaigns to promote LMC services and programs.
6. Establish annual fund-raising goals and implement plans to achieve these goals.
7. Solicit donations, corporate and foundation funds, grants and in-kind supports for the Center.
8. Organize and implement targeted resource campaigns (e.g., bequests, special events, mail-outs, e-mail campaigns, pledges).
9. Provide leadership for collaborative planning of community projects and programs.
10. Participate on boards, councils, organizations and civic groups that are important for the mission of LMC and our clients.
11. Plan and collaborate with other staff and implement activities that promote identification of staff with the Center and its mission.
12. Collaborate with the CEO and senior leadership on achieving organizational goals.

OTHER ESSENTIAL FUNCTIONS:

- Maintain a flexible schedule in order to perform duties of the position.
- Travel multi-county service region.

Activity	Expectation		
Standing	<input checked="" type="checkbox"/> Minimal	<input type="checkbox"/> Moderate	<input type="checkbox"/> Frequent
<input type="checkbox"/> Sitting	<input type="checkbox"/> Minimal	<input type="checkbox"/> Moderate	<input checked="" type="checkbox"/> Frequent
<input type="checkbox"/> Driving vehicles	<input checked="" type="checkbox"/> Minimal	<input type="checkbox"/> Moderate	<input type="checkbox"/> Frequent
Lifting and/or Carrying	<input checked="" type="checkbox"/> Minimal	<input type="checkbox"/> Moderate	<input type="checkbox"/> Frequent
Bending and/or Stooping	<input checked="" type="checkbox"/> Minimal	<input type="checkbox"/> Moderate	<input type="checkbox"/> Frequent
Climbing Stairs and/or Ladders	<input checked="" type="checkbox"/> Minimal	<input type="checkbox"/> Moderate	<input type="checkbox"/> Frequent
Walking or Moving (between offices, other facilities, etc.)	<input type="checkbox"/> Minimal	<input type="checkbox"/> Moderate	<input checked="" type="checkbox"/> Frequent
Other (lift above waist/reaching etc., please explain)	<input checked="" type="checkbox"/> Minimal	<input type="checkbox"/> Moderate	<input type="checkbox"/> Frequent

Speaking:

Yes

No

Hearing:

Yes

No

Reading Comprehension:
Repetitive motion with hands, wrists, arms
(e.g keyboard, typing, handwriting, etc.)

Yes No
 Yes No

Ability to lift and carry up to **15** pounds.

Ability to handle stressful situations: Minimal Moderate Frequent

	Infrequent	Occasional	Frequent	N/A*
Travel Same Day	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Travel Overnight	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overtime (Non-Exempt only)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Holidays/Weekends	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shift Work (PMs/Midnights)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

* Not Anticipated

Copy received by:

Date: _____