



165 Madison Avenue/ 2 Prospect Street
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Community Outreach and Marketing Coordinator Job Description

10/15/2023

Hospice Volunteers of Somerset County (HVOSC) is looking to hire a 20-30 hour Community Outreach and Marketing Coordinator. This Coordinator is responsible to lead implementation of a strategic community engagement plan that incorporates communications, marketing, and outreach initiatives. The goal is to increase the visibility of HVOSC by engaging new volunteers, business and community partners. The Community Outreach and Marketing Coordinator also works collaboratively with HVOSC staff and partners to lead fundraising for HVOSC operations, partner capacity, and on-the-ground project implementation. The position entails grant writing and grant management, in addition to providing support for business and donor engagement. Position supervision will be done by the Program Director.

Day to Day Operations

In partnership with the HVOSC Board and Program Director:

- Develop the HVOSC community engagement plan.
- Recruit HVOSC volunteers and community support to meet community engagement plan.
- Provide leadership for all fundraising events.
- Ensure all tasks related to community engagement plan are met.

Meetings

Attend all meetings deemed necessary by the Program Director/Board as a shared responsibility of staff. These include but are not limited to:

- Board meetings and subcommittee meetings as deemed necessary.
- Maine Hospice Council meetings.
- Hospice advisory council meetings.
- Town/Somerset County community meetings; and
- Meetings with fundraisers and donors.

Board of Directors

- Report directly to the Program Director and to the Board as directed.
- Collect and provide pertinent data and statistics to the Board.
- Work as a liaison between funders, community, volunteers, staff and the Board
- Work directly with the finance committee and Board to develop an annual program budget.

Community Outreach and Marketing

- Develop and maintain good working relationships with funders and community partners.
- Provide HVOSC education and awareness to Somerset County communities businesses and organizations.



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- Understand and effectively articulate the work of HVOSC with the public, funders, and partners.
- Lead the development of and periodically update the HVOSC strategic community engagement plan in collaboration with partners, staff and Board.
- Lead external communications in partnership with Program Director and Board, including developing content for and managing social media, e-news, website, blog, press releases, impact reports, and other content to showcase progress.
- Guide partners in using consistent messaging about HVOSC and facilitate regular Communications/Community Engagement Team meetings.
- Organize HVOSC volunteer recruitment with business partners and the public.
- Provide editorial review of documents to maintain a consistent message, voice, and style of HVOSC.
- Coordinate the collection and sharing of visual assets (photos, videos, maps, etc.), including contractor oversight as needed (i.e. web master)
- Organize and attend events with business and other partners.
- Develop and maintain relationships with the media.
- Represent HVOSC in a professional manner in all public circumstances.

Fundraising Support

- Research new grant opportunities
- Write grant proposals to seek funding from foundations and public funders.
- Track the coalition's grants and progress and provide thorough and timely reporting to funders.
- Coordinate with Program Director and fiscal sponsors to ensure all gifts and grants are processed, acknowledged, and tracked in a timely, accurate, and responsive manner.
- Collaborate with the Program Director, Board, and partners to develop and implement fundraising and business engagement strategies, including goal setting.
- Assist with maintaining existing—and developing new—business partner and funder relationships, including maintenance of a donor database.
- Maintain data base of Municipal contributions and engage with various budget committee requests and requirements to ensure funding, including but not limited to capturing the necessary signatures required to request funds at the Town of Skowhegan Annual Town Meeting.

Other responsibilities

- Provide support for other projects and events as needed (e.g. coalition gatherings)
- Maintain at least 5 hours per year of continuing hospice education.
- Other duties deemed necessary to HVOSC as assigned by the Board of Directors.

Salary: Hourly \$20.00 - \$22.00 (commensurate with experience)

Benefits: Some possible benefits offered upon hiring

Deadline: We invite all interested and qualified candidates to submit a cover letter and resume to Hospice Volunteers of Somerset County, P.O. Box 658, Skowhegan, Maine 04976 or by e-mail to Volunteer@hvosc.org. Position will close upon finding a qualified candidate.