



JOB DESCRIPTION – COMMUNITY RELATIONS SPECIALIST

JOB DESCRIPTION – Community Relations Specialist (Birmingham Area)

Position: Community Relations Specialist

Reports to: Community Relations Director

Purpose:

The Community Relations Specialist plays a vital role in advancing **Hope Inspired Ministries' (HIM)** mission by engaging prospective students, volunteers, donors, and community partners. This position focuses on increasing HIM's visibility, fostering relationships with key stakeholders, and strengthening branding efforts across digital and traditional media. The Community Relations Specialist will work collaboratively with the Community Relations Director and Site Directors to enhance student recruitment, donor engagement, and community involvement.

This role requires a proactive approach to relationship-building, a passion for marketing and outreach, and the ability to represent HIM effectively in various public settings.

Key Responsibilities:

Community Engagement & Outreach:

- Act as a key representative of HIM, fostering strong relationships with local leaders, businesses, churches, and community organizations.
- Inspire and motivate students, volunteers, alumni, and donors to engage in HIM's mission.
- Represent HIM at speaking engagements, networking events, and fundraising initiatives to raise awareness and community support.
- Assist in recruiting students through strategic partnerships and outreach efforts.

Marketing & Communications:

- Manage and update all social media platforms, creating engaging content, impactful posts, and targeted ads.
- Maintain and update the HIM website to ensure engaging and current content.
- Develop and distribute newsletters, email campaigns, and communications using platforms like Constant Contact.
- Act as the primary contact for media relations, responding to requests and securing coverage for HIM's programs and events.



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- Ensure that all marketing materials are professionally branded, readily available, and distributed effectively.
- Organize and coordinate marketing and branding events, ensuring proper staff coverage and necessary materials.

Fundraising & Donor Relations:

- Support HIM’s fundraising efforts by identifying new donor opportunities and fostering donor relationships.
- Manage donor software (Eleo) to track contact information, grants, and donations, ensuring accurate reporting.
- Prepare donor acknowledgments and contribute to stewardship efforts.
- Organize and coordinate fundraising and promotional events across all campuses.

Event Coordination & Volunteer Management:

- Plan and coordinate student events such as graduations and recruitment activities in collaboration with Site Directors.
- Supervise and lead volunteers, ensuring they are well-trained and engaged in HIM’s initiatives.
- Organize community outreach and engagement events that align with HIM’s mission and goals.
- Actively contribute to staff meetings and training programs, fostering a collaborative and mission-driven work environment.

Preferred Qualifications & Skills:

- Strong interpersonal and communication skills, with the ability to connect with diverse populations.
- Proven experience in public relations, marketing, nonprofit outreach, or fundraising.
- Organizational skills with the ability to manage multiple responsibilities effectively.
- Experience in branding, digital marketing, and social media management.
- Public speaking experience and confidence in representing HIM at community events.
- Ability to work independently while also collaborating effectively with a team.
- A culturally sensitive approach, with an understanding of the challenges faced by those in poverty, substance abuse recovery, mental health treatment, or reentry after incarceration.
- Proficiency in Google Suite and Microsoft Office platforms.
- A Bachelor’s degree in a relevant field (Marketing, Public Relations, Communications, Nonprofit Management, or a related discipline) is preferred. Equivalent experience may be considered.

Travel Requirements:

- A valid driver’s license and personal vehicle insurance are required.
- Occasional travel to various campuses, appointments, and community events may be necessary.
- A company vehicle is provided for most travel needs, but personal vehicle use may be required on rare occasions.



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Work Hours & Compensation:

This is a **full-time position** with a competitive compensation package designed to support professional growth and well-being. Some evening and weekend hours may be required for events and community engagement.

Salary Range: \$35,000 - \$40,000, based on experience and qualifications.

Benefits Include:

- **Health Coverage:** Individual health insurance fully paid by HIM, with supplemental options available.
- **Retirement Savings:** Access to a 401K plan with up to a 3% employer match.
- **Paid Time Off:** 15 paid holidays, 80 hours of vacation, and 80 hours of sick leave annually.
- **Life Insurance:** Employer-paid \$25,000 life insurance coverage available after a 90-day probationary period.
- **Flexible Work Schedule:** Consideration for a 4-day workweek with 10-hour days.
- **Mileage Reimbursement:** For approved work-related travel expenses.

Why Join Our Team?

At Hope Inspired Ministries, you'll be part of a transformative mission that changes lives. By engaging the community, building key relationships, and expanding awareness, you'll help empower individuals to overcome obstacles, develop essential skills, and secure meaningful employment. If you're passionate about making a lasting impact, we encourage you to apply.

How to Apply:

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