

Job Title: Director of Community Outreach

Reports To: Vice President, Marketing & Communications

FLSA Status: Exempt

Location: Denver, Colorado

Position: Full time

Summary: Assists in the creation and implementation of strategic community outreach programs and collaborative efforts that support the mission of LiveWell Colorado (LWC) while effectively promoting the organization through increased visibility among target audiences. Plans and implements LiveWell Colorado's community outreach activities and assists in the development of revenue-generating partnership plans. Serves as liaison between LWC and community organizations, identifying, creating, implementing and evaluating specific programs to further LWC mission and vision.

Essential Duties and Responsibilities:

- Develop and lead community outreach efforts, including proactive identification of opportunities and implementation of strategies and tactics
- Establish and sustain positive image of LWC through initiation and maintenance of strategic partnerships and alliances
- Support success of social marketing campaign and community investment strategies through community relations efforts
- Serve as liaison between LWC and community partners and maintain open communications
- Represent LWC at community events and coordinate requests for staffing
- Assist VP of Marketing & Communications in identifying, developing and implementing revenue-generating partnerships
- Lead strategic sponsorship efforts, including development of guidelines, evaluation of proposals and make recommendations
- In conjunction with VP of Marketing & Communications, measure and evaluate effectiveness of strategic programs and partnerships
- Assist in organizing LWC events and lead the planning and set-up of all LWC sponsored events in the community
- Provide accurate and updated information on LWC website, including calendar items and sponsorship updates and opportunities
- Maintain, promote and manage LWC Speakers Bureau
- Provide programmatic, sponsorship and event planning technical assistance to grantees
- Other duties/responsibilities as assigned

Education/Experience:

- A bachelor's degree, preferably in journalism or communications.
- Ten years of community relations experience, preferably some within the nonprofit sector
- Demonstrated success in identifying and/or creating community mutually-beneficial partnerships
- Strong program implementation skills
- Experience in crafting and negotiating sponsorship packages and agreements, preferably in both corporate and nonprofit sectors
- Experience evaluating sponsorship proposals
- Outstanding written and verbal communications skills
- Ability to identify and articulate win-win scenarios to a variety of stakeholders and audiences
- Understanding of current and emerging issues in health and wellness (with emphasis in HEAL)
- Strong networking and relationship-building skills
- Experience in event planning
- Organized, attention to detail, creativity and ability to multi-task and prioritize
- Excellent contacts in Denver community, including the nonprofit and corporate sectors

Qualifications:

- Ability to lead and effectively implement LiveWell Colorado's mission and vision
- Adept at listening; high emotional intelligence and ability to use different styles based on situational requirements
- Ability to develop strategies while also able to effectively execute tactical elements
- Team player
- Flexibility and Adaptability; comfort with the unknown
- Ability to build trust quickly with diverse stakeholders
- Ethics, integrity and accountability
- Identifies and resolves problems in a timely and proactive manner; gathers and analyzes information skillfully; develops alternative solutions

- Dynamic thinker
- Ability to navigate complexity; and connect in ways that create synergy
- Savvy and mature; collaborative
- Committed to quality
- High energy and enthusiasm
- Professional and pleasant demeanor; sense of humor
- Strong writing skills and ability to vary writing style for different audiences
- Excellent verbal and presentation skills
- Commitment to customer service
- Ability to adapt to changes in work environment and can manage competing demands.
- Ability to multi-task and deal with frequent change or unexpected events.
- Honest, mature, loyal and dependable
- Expected to exemplify LiveWell Colorado's mission