

**APRIL 2018**  
**FLSA: NON-EXEMPT**  
**SALARY GRADE: P**  
**CBA DESIGNATION: CLASSIFIED BARGAINING UNIT**

**RIVERSIDE COMMUNITY COLLEGE DISTRICT**  
**COMMUNITY RELATIONS SPECIALIST**

**BASIC FUNCTION:** Under the direction of the Executive Director of the RCCD Foundation, is responsible for organizing and implementing the Foundation's community relations and annual giving programs as well as assisting with coordination of Foundation sponsored major events.

**PROVIDES WORK OR LEAD DIRECTION TO:** Not applicable – no permanent full-time staff to supervise.

**REPRESENTATIVE DUTIES:**

Community Relations and Fundraising

1. Assists with the development and implementation of a comprehensive community relations and annual giving program to targeted internal and external audiences including individuals, businesses, and community organizations.
2. Coordinates meetings with and presentations to community groups, service organizations, and individual or business donor prospects regarding District and campus initiatives for the purpose of building the donor pipeline and soliciting contributions.
3. Establishes and manage a portfolio of donor prospects through community relations work, for the purpose of cultivating, soliciting, and stewarding annual and major gifts.
4. Adheres to a moves management structure of donor relations and solicitation; track community relations activities and fundraising results for reporting purposes to District and College leadership.
5. Schedules, coordinates, and implements major events sponsored by the RCCD Foundation.
6. Develops concepts and writes proposals, articles, event scripts, and/or other written materials related to fundraising and community relations activities.
7. Assists RCCD colleges as appropriate in the development and implementation of fundraising events and fundraising activities.
8. Maintains a strong working knowledge of District and College priorities and initiatives to assist in donor/community relations and fundraising activities.

General

9. Assists with content development for the RCCD Foundation website and other electronic/social media tools.
10. Assists with the Foundation Board of Directors as appropriate, through attendance at board and committee meetings and communication with board members about their annual contributions, etc.
11. Participates in District-provided in-service training programs.
12. Maintains a friendly, supportive atmosphere for students, staff, faculty, and the public.
13. Performs other duties, related to the position, as assigned.

**EDUCATION AND EXPERIENCE:** A bachelor's degree from an accredited institution in communications, public relations or a related field is required. Bilingual (English/Spanish) is desirable. At least three years professional paid experience in fundraising and/or community/public relations in a nonprofit and/or educational setting.

**LICENSES/CERTIFICATIONS:** None.

**KNOWLEDGE OF:**

- Basic principles and strategies of fundraising in a nonprofit and/or educational setting;
- Metrics and other methods of measuring fundraising and donor relations success;
- Strategies for successful cultivation and solicitation of donors;
- Special event planning and scheduling;
- Community relations strategies.

**ABILITY TO:**

- Create strategies for moves management with donors and prospects;
- Communicate effectively with donors and donor prospects regarding District and College priority initiatives;
- Organize and carry out multiple assignments;
- Effectively communicate with civic/community leaders and organizations;
- Prepare effective solicitation and advertising materials;
- Maintain a flexible schedule necessary for the management of evening and weekend events.

**CONTACTS:** Administrators, staff, faculty, donors, alumni, community members, community leaders, Foundation Board of Directors.

**PHYSICAL DEMANDS:** Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 25 pounds. Will require occasional travel.

**ENVIRONMENTAL ELEMENTS:** Employee works in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances.

**OTHER:** Must have evidence of sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability and ethnic backgrounds of community college students, staff and the community.

The Riverside Community College District is an equal opportunity employer and recognizes the need to provide reasonable accommodations to employees with disabilities. For more information, contact (951)222-8039.