



Title: Community Relations Manager (Full-time)

Reports to: Director of Community Relations

Job purpose: To manage community engagement, fundraising, marketing, event planning, and strategic growth and sustainability efforts for Vermont Foundation of Recovery (VFOR).

Position Summary:

The Community Relations Manager at VFOR is responsible for building and maintaining strong relationships with community stakeholders, advocating for the organization's mission, and driving growth and sustainability through strategic initiatives. This includes board development, fundraising, social media marketing, event planning, development of marketing materials, diversifying revenue streams, and identifying opportunities for growth and sustainability.

Key Responsibilities:

1. Advocacy:

- Develop and implement advocacy strategies to advance the organization's goals.
- Cultivate and maintain relationships with key community stakeholders, including local government officials, community leaders, and partner organizations.

2. Board Development:

- Collaborate with the Board of Directors to identify and recruit new board members.
- Provide orientation, training, and development opportunities for board members to enhance their effectiveness.
- Assist in organizing and facilitating board meetings and retreats.

3. Social Media Marketing:

- Develop and implement social media strategies to enhance the organization's online presence.
- Create engaging content for social media platforms to promote the organization's activities and events. Monitor and analyze social media metrics to track the effectiveness of campaigns.

4. Event Planning:

- Plan, coordinate, and execute community and fundraising events.
- Coordinate with the Director of Community Relations on event logistics, including venue selection, vendor coordination, and promotion.
- Evaluate event outcomes and provide recommendations for future events.

5. Development of Marketing and Promotional Materials:

- Design and produce marketing materials, including brochures, newsletters, and annual reports.
- Ensure all marketing materials are consistent with the organization's brand and messaging.
- Collaborate with other departments to gather content and information for marketing purposes.

6. Diversifying Revenue Streams:

- Explore and identify new funding sources and opportunities to diversify the organization's revenue streams.
- Implement strategies to secure diverse funding, including corporate sponsorships, individual donations, and grants.
- Monitor and evaluate the effectiveness of diversification efforts and adjust strategies as needed.

7. Identifying Opportunities for Growth and Sustainability:

- Conduct research and analysis to identify opportunities for growth and sustainability of the organization.
- Develop and implement strategic initiatives to enhance the organization's impact and reach.
- Collaborate with the executive team to develop long-term plans and goals for the organization.

Knowledge, Skills and Attributes:

- 5 years in communications, marketing, public relations, nonprofit management, or a related field.
- Proven experience in community relations, advocacy, fundraising, and event planning.



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- Excellent communication, interpersonal, and problem-solving skills are essential. Ability to interact effectively with a diverse range of stakeholders.
- Proficiency in social media marketing and content creation.
- Excellent organizational and project management skills.
- Ability to work independently and as part of a team. Flexibility to adapt to changing needs and priorities.
- Lived experience in recovery from substance use disorder preferred. Knowledge and experience operating recovery homes are highly desirable.

Scheduling:

- This position is a full-time role with standard working hours from Monday to Friday from 9am to 5pm.
- Flexible work arrangement with the ability to work from home or VFOR's headquarters in Essex Junction, VT.