

San José Clinic
Sr. Events & Communications Coordinator

DATE: December 14, 2020

DEPARTMENT: Development

STATUS: Exempt

REPORTS TO: Chief Advancement Officer

OSHA: Medium

POSITION SUMMARY: Manage logistics of all fundraising special events. Provide for development and implementation of brand identity strategies that includes media relations and internal/external communications.

DUTIES AND RESPONSIBILITIES:

1. Event and Fundraising Coordination

- A. Management of all San José Clinic events including Art with Heart, Fall Speaker Series, Annual Patient Back to School Event, White Mass, Annual Patient Christmas Party and Annual Stakeholders Meeting as directed by the CEO & President, Chief Advancement Officer, the Board of Directors, the Board of Advisors and the Philanthropy Committee.
- B. Develop and maintain event timelines, budgets, marketing and logistics of all fundraising and patient events.
- C. Secure donor support and vendor participation of all fundraising and patient events.
- D. Responsible for maintaining and meeting established fundraising goals.
- E. Responsible for quarterly reports to the Philanthropy Committee.

2. Communication Coordination

- A. Execute and manage, in consultation with the Chief Advancement Officer, a comprehensive, integrated branding, marketing and communications plan with measurable goals consistent with the Clinic's goals, objectives and priorities.
 - B. Direct the community and public relations functions including implementing and maintaining media guidelines and cultivating relationships with key stakeholders.
 - C. Identify brand identity strategies that will include media relations and internal and external communications.
 - D. Create and manage the Clinic's electronic newsletter that will be produced three times a year, including the annual report.
 - E. Manage the Clinic's website.
 - F. Manage the Clinic's social media presence to enhance the brand; monitor trends and best practices to assess and implement new applications; produce performance reports.
 - G. Ensure consistency in messaging throughout the organization.
 - H. Collaborate with internal and external stakeholders for the purpose of building effective communications, enhancing relationships and ensuring a high quality of customer service.
 - I. Direct media relations activities, including placing stories for print, electronic and broadcast media and monitoring and reporting on relevant media activity.
- 3. Responsible for working with outside graphic designer and communications advisors.
 - 4. Manage academic student interns as needed.
 - 5. Represent San José Clinic at community events or meetings with high level executives and community representatives as necessary, including after hours and weekend events.
 - 6. Assist in the development of annual departmental budget and development plan.
 - 7. Support a culture of philanthropy internally and externally.
 - 8. Follow all HIPAA and OSHA guidelines and regulations, including assisting HIPAA and OSHA Officers in ensuring compliance.
 - 9. Maintain confidentiality of patient and donor information/records at all times

10. Maintain established San José Clinic policies, procedures, objectives, quality assurance, safety, environmental and infection control.
11. Implement job responsibilities in a manner that is consistent with the San José Clinic Mission and Code of Conduct and is supportive of San José Clinic cultural diversity objectives.
12. Perform other related work as required.

QUALIFICATION, EDUCATION AND EXPERIENCE:

The ideal candidate will have:

1. Bachelor’s degree from accredited college or university, or equivalent special events and development experience required.
2. A minimum of five (5) years of special events planning and marketing experience including but not limited to press releases, advertising, internal and external graphics work.
3. Experience analyzing and managing organizational social media accounts.
4. Progressive track record of special event fundraising
5. Ability to deal professionally, courteously and efficiently with the public and all levels of the organization.
6. Experience in developing and managing budgets and operational plans.
7. An independent self-starter aptitude requiring minimum supervision.
8. High level organizational skills and effective use of time. Able to handle and complete multiple tasks or projects with multiple deadlines.
9. Ability to deal professionally, courteously and efficiently with public and all levels of the organization.
10. Ability to operate computer and copier/printer.
11. Proficiency in Microsoft Office Suite, Adobe Creative Suite, Wix and other website platforms.
12. Knowledgeable and supportive of the Clinic’s Catholic Identity and the Ethical & Religious Directives for Catholic Health Care Services.
13. Effective verbal and written communication skills.
14. Effective customer relation skills, working with diverse populations, often in stressful fast paced environments.

PHYSICAL REQUIREMENTS:

1. Ability to sit, stand, bend and stoop for (long) periods of time.
2. Ability to exert up to 50 pounds of force occasionally/ frequently.
3. Ability to respond to emergency/crisis situations.
4. Exposure to noise.
5. Exposure to blood and/or fluids.

To apply please email a cover letter and resume to Sharon Barnes – sharonbarnes@sanjoseclinic.org

By signing below, I acknowledge that I have received a copy of this job description and I believe I can fulfill the duties contained therein.

Employee Name Print

Date

Employee Signature

Date

Manager Signature

Date