

PEP Senior Housing in Petaluma is hiring a full time Community Resource Manager. PEP is a Low Income rental management company for senior citizens established in 1978. To learn more about our company's mission, please visit [www.pephousing.org](http://www.pephousing.org).

JOB TITLE: Community Resource Manager

REPORTS TO: Executive Director

WORK AREA: Corporate Office, Properties, Community

HOURS OF WORK: Full-time, 40 hours per week Monday-Friday (exempt).

**POSITION OVERVIEW:**

The Community Resource Manager provides leadership, strategic direction, management, and coordination of all fundraising efforts in cooperation with senior staff and the Board of Directors. She/he establishes goals and strategies, outlines plans, and provides direction and oversight for all campaigns. The Community Resource Manager is also responsible for nurturing and expanding external relations for the agency.

Must have a valid California Driver's License, automobile insurance, and personal vehicle.

DUTIES AND RESPONSIBILITIES include, but are not limited to the following:

**Fundraising:**

1. Develop and manage grants program, including researching available grants, writing and submitting grant proposals, managing grants and reporting requirements, and serving as liaison to funders.
2. Lead the planning and execution of a resource development program to build a sustainable base of unrestricted donations from individuals while expanding PEP Housing's corporate and foundation funding.
3. Develop an annual fundraising plan, in cooperation with the Executive Director and Board of Directors, to successfully raise projected annual operating funds and to raise the agency's visibility in the community.
4. Develop and monitor annual fundraising income budget in conjunction with the Executive Director and Finance Director.
5. Present fundraising reports to Board and Board committees.
6. Implement and manage all fundraising activities including annual giving,

direct mail campaigns, special events, planned giving, and others as needed.

7. Coordinate all donor cultivation and recognition activities.
8. Planning and supervising the implementation of a series of special events which includes an annual gala and smaller cultivation events.
9. Conduct regular donor prospect research and expand donor prospect database.
10. Manage the coordination of fundraising systems with the rest of the agency (fiscal, etc.)
11. Measuring and reporting on the effectiveness of campaigns, activities and departmental budget.

#### Administration:

1. Manage donor database, in-kind and cash gift acknowledgment and reporting, and donor acknowledgment systems.
2. Coordinate with employees and consultants assisting in event planning/implementation, graphic design, printing, and other activities related to the department.
3. Report on fundraising activities to all staff through monthly meetings.
4. Format and update Policies & Procedures Manual and Employee Handbook.
5. Occasional graphic design of various print publications.
6. Attend staff meetings, Board meetings, trainings, and other meetings as required.
7. Effective management of departmental processes to meet deadlines and budgets.
8. Carry out other duties as assigned by the Executive Director.

#### Volunteer Management:

1. Manage agency volunteers from recruitment to placement.

#### Marketing:

1. Developing and delivering integrated marketing communications to support annual events, year-round fundraising, and corporate relations.
2. Developing and editing inspiring B2B- and consumer-oriented copy for volunteers, donors, and other stakeholders for a wide range of communications channels, including online. Ability to tell organization's stories across different types of media.
3. Managing the Web site, email communications, social media, and other online activities to engage, inform, and activate key audiences, convey brand, and support seamless volunteer management and fundraising.
4. Creating compelling branded collaterals, including bi-annual newsletter, brochure, flyers, and special event materials.

5. Managing strategic relationships with media and marketing partners who support organization's work.
6. Articulate PEP Housing's mission, values and programs, and answer questions from the community regarding PEP Housing's services and budgeting process.
7. Develop, implement, manage, and continually improve an innovative, cost-effective, and results-driven marketing plan aimed at raising the agency's visibility, community interest, and contributions to support PEP Housing.
8. Organize annual Advisory Board breakfast and maintain communication with members throughout the year.
9. Periodic presentations to community groups including service clubs, Chamber of Commerce, etc.

#### QUALIFICATIONS:

1. Possess the skills and creativity to develop and manage the growth and implementation of a multi-faceted marketing and fundraising plan for the organization.
2. Experienced in implementing the following fundraising and marketing activities: corporate and foundation grants, individual donor gift solicitation, special events, direct mail appeals; website, newsletter, press releases, and brochure communications; and volunteer program oversight.
3. Ability to closely monitor performance of the fundraising plan and make adjustments as needed to ensure success in meeting annual goals.
4. Proficient with fundraising software, Microsoft Office Suite (Word, Excel, Publisher, PowerPoint), Adobe Acrobat, Adobe InDesign, and Adobe Photoshop.
5. Ability to identify and utilize community resources to assist in meeting the needs of the organization.
6. Strong analytical and communication skills including one-on-one communication, telephone skills, editing skills, and writing, grammar, and proofreading skills.
7. Ability to be imaginative, flexible, professional, maintain objectivity and confidentiality, recognize and respect individual differences.
8. Must be cooperative, people-oriented, have excellent follow through skills, and must be capable of managing multiple tasks.
9. Excellent decision making, interpersonal, and time management skills.
10. Demonstrated ability to work independently and as a part of a team, to exercise diplomacy and maintain confidentiality.
11. Ability to handle shifting and multiple priorities in a fast paced environment with flexibility, creativity and strong organizational skills.
12. Skilled at representing organization and making presentations to donors,

community organizations, and service clubs.

13. Dress according to standards, neat and clean at all times.

14. Compassion and understanding for the elderly and disabled.

**PHYSICAL CAPACITY:**

Extensive typing and data entry required. Must be able to sit for long periods of time. Occasional travel required. May be required to lift up to 25 lbs. Subject to frequent interruptions. Must be able to multi-task, and handle stress. Deadlines are required, and interaction with residents and families.

If you meet the qualifications above and think you match our values of integrity, teamwork, expertise, flexibility, results and would like to learn more about our community and this opportunity -- please respond to this ad with you cover letter and resume along with your salary requirements. Submissions without this will not be considered.

PEP Housing  
951 Petaluma Blvd. South  
Petaluma , CA 94952

**NO SERVICES MAY BE RENDERED FOR RESIDENTS AT ANY TIME,  
WHETHER DURING NORMAL WORKING HOURS OR AFTER HOURS.  
UNDER NO CIRCUMSTANCES SHALL A RESIDENT ENGAGE YOU  
FOR PERSONAL SERVICES.**

PEP Housing is committed to the implementation of an Affirmative Action Policy and the Americans with Disability Policy in its recruitment selection and placement of all personnel and is an Equal Opportunity Employer.