

## Job Description—Communications & Events Director

**Position Overview:** Maintain responsibility for all public communications and publicity, and related staff materials and maintain responsibility for all events held by NAMI Southern Arizona. An “event” is a discrete activity occurring at a specific time for a specific purpose.

**Reports to:** Executive Director

**Time:** 0.75 to 1.0 FTE

### **Communications Essential Duties and Responsibilities:**

1. Create, edit, and oversee production of NAMI Southern Arizona brochures, diagnosis brochures, and related service brochures.
2. Design, update, and oversee ordering of staff business cards.
3. Edit membership envelope as needed and oversee ordering
4. Create Annual Report from departmental inputs.
5. Write Annual Appeal letter in combination with the Executive Director. Create and oversee production of Annual Appeal return cards/envelopes.
6. Contribute to and coordinate production of Quarterly Newsletter
7. Write press releases as needed.
8. Coordinate with Volunteer Coordinator to maximize tabling at community (non-NAMISA) events
9. Supervise development and maintenance of social media platforms, Robly email blasts, websites, and member/donor tracking platforms.
10. Oversee ordering of NAMI pens, pins, shirts, and other promotional items
11. Write and submit grants.
12. Communicate to Communications Assistant any supply needs
13. Supervise Communications and Events Assistant

### **Additional Duties, Responsibilities and Expectations:**

1. Maintain regular work hours and notify Executive Director, or their designee, about any expected or urgent absences.
2. Attend regularly scheduled staff meetings.
3. Maintain up-to-date computer skills.
4. Maintain professional attire, demeanor, and confidentiality
5. Keep accurate track of hours worked and submit to supervisor
6. Review, approve and submit the timesheets of Communication and Events Assistant as well as the Social Media Coordinator

7. Support NAMI Southern Arizona's mission through participation in stigma fighting and fundraising events as possible, particularly NAMIwalks.
8. Attend educational/training activities as assigned or approved by Executive Director

**Events Essential Duties and Responsibilities:**

1. NAMIWalks. Organize all aspects of NAMIWalks
  - a. Solicit sponsors, in-kind donations, media sponsors, team captains, achievement prizes
  - b. Find venues, set dates, contract with caterers
  - c. Oversee ordering of sponsor awards and walker awards
  - d. Oversee production of certificates
  - e. Arrange and chair the sub-events of Kickoff Breakfast and Awards Reception
  - f. Work with Executive Director to identify, invite, and obtain Honorary Chairperson(s)
  - g. Develop volunteer job list for Communications and Events Assistant
  - h. Maintain contact and coordination with national NAMIWalks Regional Director
  - i. Coordinate counting and recording of all monies from NAMIWalks with Bookkeeper
  - j. Complete all post-walk revenue reports and submit to NAMI National
  - k. Coordinate and oversee design and production of NAMIWalks Yearbook
2. Annual Members Meeting. Coordinate with Executive Director and President of Board of Directors on decision whether to hold a separate meeting or to combine with another meeting. If a separate meeting:
  - a. Identify venue and set date and time
  - b. Contract with caterer, either as provided by venue or separately
  - c. Coordinate with Communications Director around provision of Annual Report
3. Volunteer Appreciation Dinner. Coordinate with the Volunteer Coordinator to arrange the logistics. Volunteer Coordinator will have primary responsibility for content and conduct of event.
  - a. Agree upon size of event and identify venue, date and time
  - b. Contract with caterers
4. Holiday Potluck.
  - a. Decide upon theme/motif of event and oversee acquisition of appropriate decorations by Communications and Events Assistant and help decorate as able
  - b. Oversee organization of potluck by Assistant, including organization of clean-up.
  - c. Identify and contract with venue
  - d. Solicit gift donations from local businesses
  - e. Oversee organization of gift raffle
  - f. Oversee design and production of name tags and goodie bags.
  - g. Coordinate with Executive Director to co-chair the event
5. Mental Health Awareness Week. Candlelight Vigil 1<sup>st</sup> Tuesday of full week in October

- a. Identify and contract for venue; set times.
  - b. Organize, supervise, and help staff set up and breakdown including chairs, lights, pop-up if raining, table for candle-lighting, lighted podium and microphone for speaker.
  - c. Coordinate with Volunteer Coordinator and/or IOOV Coordinator for ceremony and speakers.
  - d. Coordinate with other community Mental Health Awareness events in Southern Arizona.
6. Other Board related events. Provide consultation to and assist Board Members as needed for forums, small fundraisers, and retreats regarding logistics such as how to arrange a venue.
  7. Write and submit grants and sponsorships as related to NAMI Southern Arizona events
  8. Communicate any supply needs to the Communications and Events Assistant
  9. Communicate public meeting and events schedule to Communications and Events Assistant
  10. Supervise Communications and Events Assistant as well as Social Media Coordinator

**Additional Duties, Responsibilities, and Expectations:**

1. Maintain regular work hours and notify Executive Director, or their designee, about any expected or urgent absences.
2. Attend regularly scheduled staff meetings.
3. Maintain up-to-date computer skills.
4. Maintain professional attire, demeanor, and confidentiality
5. Keep accurate track of hours worked and submit to supervisor
6. Review, approve and submit the timesheets of Event Assistant
7. Support NAMI Southern Arizona's mission through participation in stigma fighting and fundraising events as possible, particularly NAMIWalks.
8. Attend educational/training activities as assigned or approved by Executive Director

**Qualifications:**

1. Bachelor's degree or equivalent combination of education and experience in public relations.
2. Possess organizational skills, customer service skills, and knowledge of or willing to learn about all NAMI programs.
3. Ability to effectively deal with and negotiate through confrontational situations and stressful interactions
4. Ability to respond quickly and efficiently to requests for written statements. Enjoy working in a fast-paced environment.

5. Mastery of basic computer skills (Microsoft Office, Word, PowerPoint, Publisher, Excel) and Adobe Creative Suites (Illustrator, InDesign) and willingness to learn NAMI specific computer programs. Knowledge of WordPress and Elementor website apps helpful.
6. Member of NAMI Southern Arizona
7. Ability to work individually and as a team member, and to communicate effectively with respect towards people of all backgrounds and cultures.
8. Bilingual English/Spanish skills an asset.

6/11/20