

VIRGINIA ASSOCIATION OF FREE & CHARITABLE CLINICS, INC.
1801 Libbie Avenue, Suite 104
Richmond, VA 23226

POSITION ANNOUNCEMENT

By March 9, 2018, please submit a cover letter, resume, one-page writing sample and three references to:

Melanie Hofe, Finance & HR Assistant

Melanie@vafreeclinics.org

Subject Line: Manager, Marketing/Communications

1801 Libbie Avenue, Suite 104

Richmond, VA 23226

Fax 804-340-3435

No phone calls please

The VAFCC is seeking a dynamic team player and leader in a new position, MANAGER, MARKETING/COMMUNICATIONS, EVENTS & DEVELOPMENT, that will bring greater awareness of the Association, member clinics and the need of uninsured patients to a broader audience, and will generate various resources for the association so it can continue to serve the needs of member clinics.

TITLE: Manager, Marketing/Communications, Events and Development

STATUS: Full-time, Exempt SALARY: TBD along with generous benefits package

REPORTS TO: CEO SUPERVISES: None

SUMMARY: This position is responsible for planning and executing the organization's marketing communications and event activities in a way that strengthens stakeholder engagement in the mission of VAFCC and increases the number of stakeholders engaged in supporting that mission. Stakeholders include members of VAFCC and partners who help further our mission, including industry representatives and business, civic, and government leaders who represent the communities our clinics serve.

MAJOR DUTIES:

- 1. Relationship management.** Build and strengthen VAFCC's relationship with internal stakeholders (member clinics & staff) and external stakeholders (vendors, sponsors, donors, industry experts, corporate members, etc.). Activities may include but are not limited to identifying partnership opportunities, identifying ways to share knowledge, and establishing ongoing conversations among the association and stakeholders that benefit all participants. *Functional allocation of time: 100% of time*
- 2. Marketing/Communications strategy and execution.** Develop a coordinated marketing and communications plan and supporting materials; execute plan; throughout the year, make recommendations as needed to adjust strategy and tactics to increase effectiveness. *Functional allocation of time: 45%*
 - Plan to include stakeholders, goals, strategies, a tactical calendar, success metrics, and budget.
 - Strategies should:
 - Define the marketing approach for each stakeholder/group of stakeholders

- Define a messaging platform that presents a unified brand while also engaging with each stakeholder/group of stakeholders.
 - Materials include the monthly e-newsletter, social media, website and as needed: conference material, annual report, news releases, presentation scripts, promotional, and collateral materials.
3. **Event and donor strategy and execution.** Oversee, organize, and execute in-person events (conferences, meetings, seminars) and virtual events (webinars, conference-call meetings) and donor solicitations including sponsorships and grants. On average, VAFCC holds 9 in-person events per year (annual meeting, workshops, conferences, board meetings), and 6 webinars per year. *Functional allocation of time: 55%*
- **Budget and planning:** Research locations, conduct site visits, negotiate contracts (presentation space and accommodations). Develop and monitor event budget. Post-event, summarize actuals.
 - **Logistics of Meetings:** Including implementing registration processes, and coordinating food and beverage. Arrange for audiovisual equipment. Arrange for and prepare materials, e.g., nametags, handouts, seating cards, etc. Ensure appropriate room setup. For webinars, ensure technical requirements are in place and communicated to participants.
 - **Content, speakers, presentations:** Work with leadership team to develop a theme. Identify and recommend potential speakers. Contact and confirm speakers, assist with travel arrangements. Assist with managing on-site production. Assist with developing any presentations delivered by VAFCC team.
 - **Vendors, sponsors, donors:** Identify potential conference vendors, sponsors and donors in consultation with the CEO. Develop and present opportunities for sponsorship and donations including, but not limited to, grants for the association and possibly member clinics for services held in common. Serve as primary liaison with vendors on event-related matters. Post-event, follow-up with vendors and sponsors for input, referrals. Solicit in-kind donations.

MINIMUM QUALIFICATIONS:

- Education, experience: Four-year degree and at least five years of relevant work experience.
- Attributes: The ability to work independently while also functioning effectively as a team member. The ability to think strategically, translate that strategy into tactics, and execute flawlessly. Courteous, professional disposition and ability to interact with a variety of people. A strong sense of humor and creativity are necessary.
- Skills: Strong analytical and problem-solving skills. Excellent command of the English language and strong writing skills. Proficiency with Windows and at least intermediate knowledge of Microsoft Office (Word, Excel, Access, PowerPoint, Outlook).

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