



Outreach & Development Manager

The Hospicare & Palliative Care Services Outreach and Development Manager is responsible for developing and implementing the organization's outreach, community relations, and development strategies for the agency. The Outreach and Development Manager is a member of the Development and Community Relations Department and reports to the Director of Development and Community Relations. The position supervises the Events and Engagement Coordinator, intern(s), and works closely with other staff, board members, and volunteers.

Apply today by filling out our online application and submitting your resume and cover letter at hospicare.org/careers/

Essential Functions and Responsibilities

Development Responsibilities:

Time 50%

- In partnership with the Director of Development, develop, implement, and evaluate a major giving program that engages increases the long-term financial sustainability of Hospicare.
- Co-create multi-year plans to cultivate, solicit, and steward current and prospective corporate sponsors and individual donors.
- Cultivate deepening relationships that lead to increased giving across all platforms, including all giving programs that include annual appeals, major gifts, and planned gifts.
- Manage the Memory Walk program.
- Manage wish list items and in-kind donations.
- Identify and apply for grants that support Hospicare's mission and as directed by the Executive Director and Director of Development.
- Serve as a liaison to external hospice-oriented organizations, including the Hospicare Foundation and the Hospice Foundation of Cortland County.

Outreach Responsibilities:

Time 30%

- Develop, implement, and evaluate an annual, multi-dimensional outreach plan which increases awareness about our mission, especially in Cortland County and historically underserved communities in our region.
- Create awareness of hospice services and develop organization relationships through educational events, lecture/speaker's bureau series, presentations, one-to-one contact, and relationship building with community resources.
- Cultivate relationships with faith leaders, non-profit leaders, community groups and others who can help Hospicare increase access to care in marginalized and underserved communities.
- Collaborate with clinical and psychosocial teams to plan strategies to increase earlier access to Hospicare services, especially in underserved areas.

Team Building and Fiscal Responsibilities:

Time 10%

- Recruits, hires, and oversees supervision of Events & Engagement Coordinator, event intern(s), and volunteers.

- Supervise the Events and Engagement Coordinator, who is responsible for planning and executing fundraising, community, bereavement, educational, and outreach events that support organizational priorities and goals.
- Recruit, manage, and support volunteers who serve on event committees or assist with outreach and community events.
- Manages outreach budgets; establishes and adheres to approved budgets for events.

Other Duties and Responsibilities:

Time 10%

- Perform other job-related duties as assigned.

Knowledge, Skills and Experience

- Bachelor’s degree and demonstrated experience as noted.
- Excellent written, oral, and interpersonal communication skills required.
- Experience with development and event planning with demonstrated success with engagement.
- Successful relationship builder: able to develop strong, positive collaborative relationships with internal and external stakeholders (staff, volunteers, board, donors, program participants, referral sources, and community groups).
- Possesses flexibility and can serve as a unifying force in communications discussions at both the strategic and tactical levels.
- Takes ownership in solving problems and takes the initiative to make things better, is friendly and courteous to donors, volunteers, patients, and co-workers.
- A high energy self-starter with a positive, can-do attitude and thrives on creating and implementing multiple projects concurrently.
- Knowledge of the communities in which Hospicare and Palliative Care Services operate preferred.
- Experience with grant writing and reporting.
- Proficient with MS Office, Zoom, etc. Knowledge of or willingness to learn Raiser’s Edge.

Working Conditions and Environment:

- Position is hybrid with a combination of work at Ithaca office, on-site outreach, and remote work.
- Dependable transportation is required.
- Some out-of-hours work will be necessary for special events and committee meetings.

This job description is not intended to be all-inclusive, and employees will perform other related job duties as assigned by their immediate supervisor or other management staff as required. In addition to the requirements of this job description, Hospicare expects employees to be committed to service to others, and strive to keep our agency’s mission, goals, and values as the driving force of the day-to-day work. Hospicare & Palliative Care Services reserves the right to revise and change the job duties and responsibilities as the need arises. This job description does not constitute a written or implied contract of employment.

Signature _____		Date _____	
New _____	Revised <u> X </u>	Exempt <u> X </u>	Non-Exempt _____
Classification Band _____			
Revised by	Date	Approved by	Date of Posting
Sara Worden	11/1/2021	Joe Sammons	11/18/2021