

**Interfaith Caregivers of Polk County, Inc.**  
**Marketing & Public Relations**  
Approved 01/31/2025

**Mission Statement of Interfaith Caregivers of Polk County, Inc.:** Coordinating volunteers to help seniors and adults with disabilities to maintain their independence.

**Marketing & Public Relations Responsibilities and Duties:**

- Develop marketing and PR communication plan to increase name recognition of Interfaith Caregivers.
- Write press releases, creating ads for placement in area newspapers, and quarterly newsletters.
- To recruit new donors, clients, and volunteers.
- Develop and maintain activities outlined in the Strategic Plan, including attaining new donors, retaining current donors, monthly giving, planned giving, special events, donor appeals.
- Responsible for managing website and Facebook content, writing new content, editing existing content, removing outdated content, and other social media platforms.
- Responsible for bulk mailing lists and US Postal Service paperwork for mailings.
- Build brand awareness through various media outlets, including radio.
- Monitor, analyze and communicate PR, Marketing, Social Media results.
- Provide information needed for grant applications or reports.
- Follow up with donors, clients, and volunteers as needed.
- Assist with board requests, projects, resources, and board calendar.
- Assist with taking client requests for rides, friendly visitors, chore services, seasonal yard work, and other requests, then matching with volunteers as indicated by Program Director.
- Assist with maintaining files, and records, including data on clients, volunteers, and other data using Assisted Rides as indicated by Program Director.
- Assist with Rise & Shine as indicated by Program Director.
- Assist with maintaining files, and records, including data on clients, volunteers, donors, and potential donors, and other data using Bloomerang as indicated by Program Director.

**Responsibilities and Duties of all Staff:**

- Warmly greet and work with clients, volunteers, donors, and others at office.
- Communicate effectively and backup other staff when working with clients, volunteers, donors, and community members.
- Provide superior customer service to clients, volunteers, and donors.
- Participate in planning and evaluation to understand the impact of program services.
- Help with meetings and events.
- Coordinate and assist with activities outlined in strategic plans as requested.
- Collect stories and quotes.
- Participate in continuing education.
- Perform routine office support tasks and all other tasks assigned by the Program Director.

**Qualifications:**

- Computer skills, including Microsoft Word, Excel, Outlook, Canva.
- Clear and concise oral and written communication skills.
- Prefer experience working with seniors and/or adults with disabilities and volunteers.
- Self-motivated with strong leadership, management, organizational, and analytic skills.
- Mature individual able to handle difficult situations and confidential information.
- Maintain positive and effective working relationships within and outside the program.
- One-year office experience required.
- Prefer minimum of two years of college.

**Time Commitment:**

- Five days per week (35 hours with some flexibility), occasionally called upon to work overtime and/or odd schedules

**Reports to:** Program Director

I acknowledge that I have read and understand the above job description in its entirety and am capable of performing all of the stated requirements.

Name \_\_\_\_\_ Date \_\_\_\_\_