



Creating a Pathway to Success for Businesses and Communities

Posted February 15, 2017

POSITION ANNOUNCEMENT

Full-Time

Public Relations and Events Director

Prospera Business Network (Prospera) is a local nonprofit that leads the way in building strong businesses, establishing powerful partnerships and sustaining vibrant communities in southwest Montana. Our focus is helping people start and grow their businesses – in turn strengthening our region’s economy and communities. Prospera provides confidential business counseling, premier events and trainings, small business loans, grant assistance and timely economic research. Since 1985, all of Prospera’s offerings have been provided at no-cost or low-cost thanks to the support of our industry-leading members, generous sponsors, and visionary charitable donors.

Position Summary:

The Public Relations and Events Director plays a leadership role to: raise awareness of Prospera’s programs and services; communicate Prospera’s impact in order to grow support; and deliver exceptional events for Prospera’s vibrant network of business leaders. The Public Relations and Events Director oversees public relations for the organization, develops and implements marketing strategies, distributes multi-channel communications, and produces publications. This position works closely with the Executive Director and program staff to maintain Prospera’s brand and strengthen Prospera’s presence and reputation in Gallatin and Park counties and beyond.

Working at Prospera is fun and dynamic because our programs directly benefit individuals, businesses and communities in southwestern Montana. Prospera is a growing organization, and this position will have an active role in continuing to increase Prospera’s capacity to serve our clients and communities.

Desired Skills & Qualities:

- A skilled communicator; with excellent writing, public speaking, and community relations capabilities.
- Adept in storytelling; skilled at translating complex material into compelling content with a knack for adaptive messaging for diverse audiences and marketing platforms.
- Exceptionally organized; a love for logistics and proven strategies for managing multiple projects.
- Analytical; comfortable with evaluating a variety of information sources and translating data and statistics into meaningful content.
- Team-oriented; able to coordinate with program staff to identify success stories, communicate impact, organize workflow, and meet deadlines.
- Resourceful; a track-record of identifying resources and drawing on other staff and peer organizations to achieve goals.
- Collaborative; able to build positive peer relationships at Prospera and with its members, clients,

supporters, and community partners.

- Passionate about Prospera's mission and its role servicing the needs of the community.

Required Qualifications:

- A four-year college degree or equivalent relevant work experience.
- At least three-years of direct experience with communications, marketing, events, and fundraising, preferably in the nonprofit sector.
- Experience with maintaining consistent branding in all organizational materials
- Multi-channel marketing experience including writing, designing and distributing content via a wide array of communication channels.
- Demonstrated expertise in leading the planning and delivery of major events.
- Understanding of the roles that marketing, communications, and events play in enhancing fundraising efforts including membership development, sponsorships, and private donations.
- Familiarity with the needs of business clients, community leaders, and government agencies as they relate to issues of economic and community development is desirable.
- Computer literacy, adept with Microsoft Office Suite, e-mail marketing tools, and donor databases.
- Desktop publishing and graphic design skills.

Work Conditions:

The work week is generally Monday - Friday 8:30 am to 5:00 pm, with occasional meetings outside these hours. Travel is required within Gallatin and Park counties, with some additional statewide.

Compensation:

The position is a full-time salaried exempt position. Starting salary \$42,000 to \$50,000 DOE. Benefits include paid vacation, health insurance, and a SEP- IRA match.

To Apply:

Please review the job description included below and apply by sending a cover letter, resume, and three professional references. The cover letter should briefly describe your interest in Prospera and your qualifications. Clear, concise writing is essential and the cover letter will be considered a writing sample in addition to serving as a personal introduction.

E-mail complete applications with "*Public Relations and Events Director*" in the subject line to Charlotte Powell, cpowell@prosperabusinessnetwork.org.

Initial applicant reviews will begin Monday, March 6, 2017. The position is open until filled.

Job Description

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In addition to operating as a membership-based 501(c)(4) nonprofit, Prospera has an affiliated 501(c)(3) Prospera Foundation that raises funds for Prospera. Core Prospera programs and services currently include: no-cost business counseling; assistance with applying for community and business assistance grants; business loans and microloans; trainings and events; and economic research publications. The Public Relations and Events Director publicizes Prospera's comprehensive array of services in the communities served to elevate awareness and understanding. This position also succinctly and compellingly conveys how individuals and organizations can support Prospera as members, sponsors, and charitable donors.

The Public Relations and Events Director reports directly to the Executive Director and will work closely with Prospera's Office Manager, Membership and Fundraising Director, and other program staff. This position will also coordinate efforts with the Board of Directors and the Events Committee to ensure delivery of high-caliber events and maintain consistent messaging throughout the organization.

Duties and Responsibilities:

MARKETING, COMMUNICATIONS, AND PUBLIC RELATIONS

The Public Relations and Events Director will coordinate and lead efforts in collaboration with the Executive Director and other staff, with some support from outside design firms.

- Oversee creating, implementing and measuring the success of:
 - A comprehensive marketing, communications and public relations strategy that will enhance Prospera's image and position and facilitate internal and external communications;
 - All marketing, communications and public relations activities and materials including publications, media relations, and so forth.
- Ensure articulation of Prospera's brand, oversee consistent communication throughout the organization.
- Plan and coordinate regular media outreach and respond to media interest and requests.
 - Coordinate media and news outreach with the Executive Director.
 - Act as a representative of Prospera with the media as needed.
- Coordinate the appearance of all print and electronic materials such as letterhead, use of logo, taglines, etc.
- Design, create, and maintain marketing materials and collateral including social media content, display banners, brochures, corporate gifts, digital and print advertisements, and other materials.
- Organize the collection of data to document Prospera's impact, and develop creative methods for sharing this information.
- Compile and distribute success stories about Prospera's clients and programs.
- Manage Prospera's web presence:
 - Maintain content on the current websites for Prospera and the MWBC;
 - Oversee the launch of a new website that is currently in the planning stages, in coordination with the Membership and Fundraising Director;
 - Maintain website content and track website analytics to continually improve content and SEO.
- Develop and create PowerPoint presentations for diverse audiences at Prospera events and community outreach sessions and schedule community presentations to area organizations and civic groups.
- Coordinate and expand existing and emerging partnerships with the Executive Director.

- Identify and implement new ways for Prospera to enhance our exposure, brand identity, and fundraising success.
 - Develop and implement video content for Prospera and client success storytelling.
- Control marketing costs, and coordinate related budget items with the Executive Director.

EVENT PLANNING AND DELIVERY

In coordination with staff and board, with support from the Office Manager, Membership and Fundraising Director, and Events Committee:

- Plan and implement Prospera’s signature events including the Annual Member Luncheon, Prospera Awards Dinner, President’s Circle events, Member Business Tours, ribbon cuttings and others as needed.
- Promote Prospera events via all marketing channels including press releases, radio and television appearances, social media promotion, and area event calendars.
 - Coordinate consistent and accurate event communications with staff, board, and volunteers.
- Manage event budgets and grow revenue sources while controlling costs to maximize net revenue.
 - Lead efforts to secure and increase sponsorship support for all events;
 - Incorporate creative membership recruitment incentives related to events.
- Work with the MWBC Training Manager while organizing and promoting Prospera events to coordinate timing of the two event tracks and their related marketing.
- Expand engagement and stewardship of members and clients through events and related outreach.
- Develop new industry-specific trainings and events with community partners, working closely with the Executive Director.

PUBLICATIONS AND ECONOMIC RESEARCH

- Oversee the editorial direction, design, production and distribution of all Prospera publications.
- Gather the stories and impact data needed to compile and publish Prospera’s Annual Report.
- Lead the effort to research, write and publish Prospera’s Economic Profile Report, a comprehensive economic analysis of Gallatin and Park counties:
 - Assist in securing underwriter support;
 - Manage data collection and interpretation with outside contractors and consultants;
 - Gather images, editorial comments, and stories from regional partners and industry experts;
 - Oversee the publication and distribution of the publication in digital and print formats;
 - Communicate with the publication’s diverse audiences to enhance their support of Prospera and to collect feedback for improving future editions.
- Collect and submit data for the quarterly Cost of Living Index with the support of the Office Manager, and oversee the release of the reports to the public.
- Respond to inquiries as needed, to connect business leaders with timely resources and information.

OTHER PROGRAM SUPPORT

- Serve as a central point-of-contact to support the organization’s professional reputation and enable staff, board, and volunteers to act as articulate ambassadors for the organization.
 - Ensure that clear and helpful information is being provided to clients, members, and partners;
 - Work closely with the Executive Director and Office Manager to maintain and improve onboarding and orientation materials and processes, and to continually engage and communicate with staff, board, and volunteers to coach them to success.
- Coordinate with program staff to conduct outreach to current and former clients to engage them with our events and as supporters.
- Provide grant program assistance to the Executive Director:
 - Publicize grant client progress and success stories;
 - Promote community planning and business assistance grant programs, respond to requests about the programs, and help connect clients to the most relevant resources.

- Support the Montana Women’s Business Center (MWBC) Director:
 - Respond to requests for MWBC program information.
 - Articulate the continued need for supporting women entrepreneurs in particular.
 - Funnel MWBC supporters to become involved with Prospera as members and donors.
 - Continue to clarify the MWBC’s status as a program of Prospera in all communications, correcting a common misconception that the MWBC is a standalone entity.
 - Refine dual messaging and marketing strategies for MWBC services and events to connect with both men and women since, “women are our focus, but we help anyone who needs it.” Educate the community that the MWBC’s business counseling and trainings are open to men, while some events and resources are targeted to women.

Other

- Support the Executive Director in managing other duties and special assignments as needed.
- Manage and oversee other professional service contracts for Prospera Business Network as needed.