

Class Concept

This is professional public relations and/or financial development work at a state agency. Employees initiate, plan, and manage a wide variety of financial development and/or public relations projects, possibly on a state-wide basis as well as coordinate special fund-raising events and promotional/fund-raising efforts. Work includes development of project parameters, budget, organization, publicity, and subsequent assessment of effectiveness. Employees may also plan and direct a statewide volunteer program. Work is performed under the general supervision of a director and/or development director. Employees participate in planning, organizing, and managing various projects designed to solicit both financial and volunteer support. Work includes organizing and overseeing on-air direct mail fund-raising campaigns; planning special fund-raising events including arranging for facilities, speakers, ticket sales, underwriters, and budget development; meeting with corporate, social, and political leaders in order to acquire financial support for purchased program acquisitions or local productions; and handling any problems that may arise with corporate and private contributors. Work may also include responsibility for the organization, management, and training of a statewide volunteer network. In all program activities, employees are responsible for the development of appropriate informational and promotional materials, as well as the determination of effective marketing strategies. Work requires the employee to analyze demographic and market data, program costs, as well as corporate history and organizational structures in the development of marketing plans, fund-raising strategies, and underwriting proposals. Employees exercise considerable initiative and originality in the development of special fund-raising projects that will appeal to various target groups. Employees must have a full understanding of fundraising techniques, marketing, and public relations functions.

Recruitment Standards

Knowledge, Skills, and Abilities

- Working knowledge of television production techniques.
- Considerable knowledge of effective public relations and fund-raising techniques and procedures.
- Ability to initiate, plan, and organize fund-raising projects.
- Ability to recruit and supervise volunteers.
- Ability to develop and maintain effective working relationships with departmental personnel, representatives of groups interested in the organization's program, members of the business community, and the general public.
- Ability to speak effectively in public and express ideas clearly in writing.
- Ability to work independently.

Minimum Education and Experience

Bachelor's degree in communications, public relations, business, or a related degree from an appropriately accredited institution, and three years of experience in public relations, communications, or fund-raising; or an equivalent combination of education and experience.