



# **Goodland Regional Medical Center**

## **Job Description**

<b>Job Title:</b>	Foundation & Public Relations Director
<b>Classification:</b>	Exempt/Salary
<b>Reports To:</b>	CEO & Foundation Board
<b>Position Type:</b>	Full-Time
<b>Hours Worked/Shift:</b>	Monday – Friday, Days
<b>Date Last Reviewed:</b>	July 11, 2022

**Summary:** Responsible for the organization and direction of all activities and functions of the Goodland Medical Foundation. Responsible for development and management of a continuous program of communication for the Goodland Medical Foundation and GRMC/GFHC. Responsible for the overall marketing and public relations for GRMC/GFHC and the Goodland Medical Foundation. Responsible for developing and distributing all publicity.

### **Essential Functions:**

#### **Foundation:**

1. Coordinate preparation of all Foundation schedules, Foundation financials, including any required tax filings, and acts as reporting secretary for monthly Foundation meetings.
2. Maintain donations, planned giving, and pledges with appropriate pledge reminders and IRS-required receipt requirements in a donor database.
3. Direct activities of the Foundation.
4. Develop a strategic plan in conjunction with the Foundation Board. Prepare the annual Foundation budget.
5. Supervise business affairs to ensure that funds are collected and expended to the best possible advantage of the Foundation.
6. Present to the Foundation Board a periodic report reflecting the activities of the Foundation.
7. Attend meetings of the Foundation Board.
8. Manage all fundraising functions.
9. Prepare grant applications and manage the reporting process.
10. Develop policies and procedures to maintain and grow an ongoing development and fundraising program supporting the GRMC/GFHC.
11. Ensures compliance with all relevant regulations and laws and maintains a high awareness of regulatory, legislative, financial, and social developments, impacting Foundation efforts.

#### **Public Relations:**

1. Maintain a calendar that coordinates all fundraising, public relations, and marketing efforts. Works to protect and promote GRMC/GFHC public image in a positive light. Direct oversight of all media communications.
2. Develop an overall marketing plan for GRMC/GFHC and Foundation.
3. Cultivate a productive relationship with the major news media in the service area of GRMC/GFHC.
4. Support collaborative efforts between the Foundation, GRMC/GFHC Staff, and Administration.

5. Represent the GRMC/GFHC and Foundation as a community leader, participating strategically in community-based organizations and events, all with the view of advancing the Health Center and Foundation's interests in the community.
6. Acts as a Public Information Officer during emergencies and attains appropriate qualifications and continuing education.
7. Coordinate effort for Community Health Needs Assessment and Community Health Improvement Plan every three years.

**Competencies:**

1. Attention to detail.
2. Effective oral and written communication skills.
3. Ability to make judgments in demanding situations.
4. Aptitude in presentation and public speaking.
5. Ability to manage multiple concurrent activities.
6. An ability to work on big strategy plans as well as day to day tasks.

**Position Qualifications:**

Minimum Education: Bachelor's degree in Business Administration, Public Relations, Communications, or related field preferred.

Minimum Experience: Minimum of three to five years in nonprofit management, fundraising, marketing, and/or public relations. Experience in accounting and database management is beneficial.

**Certifications/Licensures:** N/A

**Working Environment:** Mostly sedentary work within medical office setting with some minor lifting and/or carrying involved in normal course of work duties. Personnel are asked to assist in keeping work areas clean and always uncluttered to provide a positive image for incoming patients and family members.

**Physical Demands: \*\***

<b>Stand:</b>	Occasionally	<b>Lift/Carry:</b>		<b>Push/Pull:</b>	
<b>Walk:</b>	Frequently	0-10 pounds:	Occasionally	10-25 pounds:	Occasionally
<b>Sit:</b>	Frequently	10-20 pounds:	Never	25-50 pounds:	Never
<b>Squat/Kneel:</b>	Occasionally	20-50 pounds:	Never	50-100 pounds:	Never
<b>Bend:</b>	Occasionally	50-100 pounds:	Never	100+ pounds:	Never
		100+ pounds:	Never		

*\*\*Reasonable accommodations may be made to enable individuals with disabilities to perform the position accountabilities without compromising patient care or departmental efficiency. However, should it be determined that the employee cannot meet the position accountabilities with or without accommodation, it is the right of GRMC to release the individual under Kansas "Employment at Will" doctrine\*\**

**Professional Requirements:** Adheres to policies, procedures, and always maintains confidentiality. Attends annual in-services completes annual education in a timely manner. Represents GRMC in a positive, professional manner on the job, electronically and in the community. Complies with all hospital policies regarding ethical business practices; communicates the mission statement & core values of GRMC both on and off the job.

**Acknowledgement:**

I hereby acknowledge that I have received a copy of this position description and that I have both read and understand its contents. I hereby accept responsibility for fulfilling position expectations. I also acknowledge that the Administration or governing body of GRMC may modify the requirements of this job or eliminate it at any time, if deemed necessary. I acknowledge that this position description is representative of overall job requirements but not necessarily comprehensive in its description of all aspects of the job, and I agree that other duties not explicitly mentioned herein may nevertheless be reasonable job expectations on the part of Goodland Regional Medical Center.

**I have received, read, and understand this job description for my position at GRMC.**

Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Supervisor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Human Resource Signature: \_\_\_\_\_ Date: \_\_\_\_\_