

PUBLIC RELATIONS/FUNDRAISING MANAGER

On behalf of our client, **Bermuda Cancer and Health Centre**, Bermuda Executive Services Ltd is seeking a Public Relations/Fundraising Manager.

The post-holder will report to and work closely with the Executive Director to set and guide the strategy for all communications, website, and public relation messages and collateral to consistently articulate Bermuda Cancer and Health Centre's nonprofit mission while ensuring that brand messaging is consistent. The post holder is responsible for oversight of all Centre Public Relations, Marketing and Fundraising events, including website content and social media. The post holder will help to ensure the continued success of annual events, such as Breast Cancer Awareness Month, Relay For Life and St. Baldrick's. In addition, the post-holder will be an integral part of the Centre's Radiation Therapy project team.

Job Responsibilities: **Public Relations**

- Developing, implementing and evaluating the annual communication plans which promote clinical services, fundraising events, awareness, prevention and education programmes
- Overseeing and managing the development, distribution, and maintenance of all mass communications, print and electronic collateral
- Developing and implementing social media strategies, growing online supporter base and traffic
- Track and measure engagement over time of stakeholders, volunteers, patients, donors and supporters, e.g., Google analytics, patient surveys, fundraising event feedback.

Fundraising

- Promoting, managing and providing oversight in the planning, organizing and successful delivery of fundraising events such as Breast Cancer Awareness month and Relay For Life.
- Developing diverse and ongoing sources of financial support including major donors, legacies and regular giving; while managing and developing relationships with funders and sponsors.



**Bermuda
Cancer and
Health Centre**

DETECTION PREVENTION SUPPORT

- Developing and implementing a volunteer management plan that includes the recruitment, training, retention and recognition of volunteers.

Job Requirements

- At least 5 years of experience in a similar role, preferably with a not-for-profit entity. The ability to take knowledge and transform it into exciting and useful messages, and disseminate it to the right audiences is critical.
- Bachelor's degree in public relations, marketing or communications preferred

Skills and Abilities

- Strong project management and organizational skills
- Ability to establish and maintain effective working relationships with other departments, members, volunteers and business partners
- Excellent writing/editing and verbal skills
- Self-starter, entrepreneurial, able to work independently; enjoys creating and implementing new programmes and events.
- Strong computer skills: proficient in Microsoft Office applications (Word, Excel, PowerPoint, Access and Publisher), database management and knowledge of web applications and technology
- Proven track record in successfully managing large community or fundraising events
- Ability to establish fiscal requirements and, prepare budgetary recommendations for Marketing, Fundraising and Communications.
- Effective time management, organizational, and leadership skills

Applications should be submitted to

snicholson@queenmgt.com. Deadline for

applications: September 5, 2016