



## **Outreach Manager – West Region**

The Gathering Place, a Cleveland based not for profit, is a caring community that supports, educates, and empowers individuals and families touched by cancer. All programs are delivered free of charge through the generosity of donors and supporters.

### **Job Summary**

Responsible for strategically cultivating and sustaining relationships with professional and community stakeholders to increase awareness and utilization of programs and services in support of the mission and vision of The Gathering Place (TGP). Assures that marketing programs and activities are appropriately integrated into the strategic marketing plan.

### **Responsibilities:**

- In concert with the CEO, and VP of Partner Engagement develop and implement outreach initiatives to educate and inform target populations about TGP and increase program/service participation. Establish plan goals and measurable objectives.
- Create effective, ongoing relationships with various professional referring sources and community agencies, including Cancer Centers, Physicians, Nursing and Social Services staff, promoting understanding and increased utilization of agency services.
- Collaborate with the TGP Management team to develop, manage, and support data-informed diversity and inclusion outreach strategies (i.e., Surveying community members, leading focus groups, etc.)
- Represent agency at appropriate community and professional meetings; serve as liaison to groups thru networking, speaking engagements, health fairs and committee work. Pursue professional memberships (i.e., Local boards/committees, chamber of commerce, etc.) to represent and promote TGP programs and services.
- Collaborate with the Director of Marketing in the development of community related visual content (i.e., Event flyers, targeted emails, social media posts and slide decks).
- Monitor and Evaluate referral data from all referring sources. Maintain Blackbaud and or Apricot database with accurate relationship development records and information as appropriate. Assure accurate and timely quantitative documentation of outreach activities, tracks data and reports on overall effectiveness of outreach in impacting growth.

- Collaborate with Volunteer Services Manager to secure volunteers and Chief Program Officer for appropriate use of Program staff for participation in outreach events, meetings, education sessions and overall community and professional outreach opportunities
- Establish and maintain community communications calendar and manage scheduled stewardship actions.

**Requirements:**

**Education/Experience**

Graduation from an accredited college or university, with the possession of a bachelor's degree in business, marketing or public relations preferred. Considerable experience in marketing and sales, preferably in healthcare, and demonstrated experience in successfully developing effective referral resources in the community.

- Considerable knowledge of and experience in marketing and community relations.
- Knowledge in the design and execution of marketing and community relations programs and activities.
- Ability to plan, organize and direct a variety of outreach and community relations programs and activities within the strategic goals of TGP.
- Ability to communicate effectively, orally and in writing.
- Ability to present to groups in person and virtually.
- Ability to collaborate and establish effective working relationships with others.
- Ability to work independently and within a team.
- Ability to maintain accurate and confidential records.
- Ability to have a valid driver's license, good driving record and auto accident insurance
- Skill with Microsoft Office and other software as required.

**Physical**

- This is sedentary work requiring the exertion of up to ten (10) pounds of force occasionally and some light work and lifting requiring the exertion of up to 20 pounds occasionally; work requires sitting, stooping, bending, kneeling, reaching, standing, fingering, grasping and repetitive motions; vocal communication; hearing, and visual acuity. Employee is not subject to adverse environmental conditions.

**Benefits:**

Health insurance and health savings account  
403b Retirement Plan  
Other benefit offerings, including AFLAC supplemental insurance  
Paid time off  
Flexible schedule

**To Apply: Please send resume and cover letter directly to [stanicki@touchedbycancer.org](mailto:stanicki@touchedbycancer.org)**

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