

**Do you want to apply your skills to expand your own professional horizons?
Do you want to work in a dynamic field, with a creative and energetic team?
Do you want to be a pioneer in changing children's lives for the better?**

ANNOUNCEMENT

The Cedar Foundation is seeking a Public Relations Coordinator

The Cedar Foundation is a Bulgarian NGO established in 2005. We work on the forefront of social service reform by developing alternatives to institutional care for neglected children and young adults, with and without disabilities. We are headquartered in Sofia but also operate two field offices, and manage several social services. We are a small, dedicated, energetic team with a passion for seeing real, positive change occur in the lives of the children we serve.

The Cedar Foundation is hiring a Public Relations Coordinator, who will be tasked with coordinating the implementation of our Fundraising and Public Relations strategy. We aim to bolster our long-term ability to deliver sustainable programs by diversifying and expanding our support base, increasing donations through strategic programs and events, and engaging the public more actively in our work.

This position will require occasional travel. For more details please see below for a full job description.

The Cedar Foundation offers challenging work in a vibrant atmosphere with an international team, at a competitive salary and with many opportunities for professional development.

Required documents for application:

1. CV (in EU format, in English language)
2. Letter of motivation

Candidates for this position may send the above documents:

- By email to address: elena@cedarfoundation.org
- By regular post to address: The Cedar Foundation, 1404 Sofia, Bulgaria Blvd. No. 69, Infinity Tower Floor 4

Deadline for application: **06 February 2015**

Start date for position: March 2015
Position based in: Sofia, Bulgaria

Telephone for contact: **+359.882.552.290** or **+359.2.441.43.45**



**The Cedar Foundation
Public Relations Coordinator
Job Description**

Purpose

The primary role of the Cedar Foundation (CF) Public Relations Coordinator (PRC) is to coordinate the Foundation's initiatives for maintaining a favorable public image and sustaining and expanding funding for Cedar Foundation operations. Together with the Development Director, he/she will effectively implement the Foundation's PR and Fundraising strategy, with the aim of increasing public awareness about the Foundation and its activities, diversifying funding sources, and meeting annual fundraising quotas. He/she maintains effective working relationships with the media, maintains or expands the Foundation's social media channels, and works with the CF Team to effectively present the Foundation to the public and relevant stakeholders. The PRC is responsible for coordinating various events held by the Foundation for fundraising or PR purposes. He/she may help produce text, speeches, presentations and press releases in order to ensure that the right message is portrayed to the appropriate audiences. He/She may take on additional projects and/or assignments as needed.

Requirements

The Cedar Foundation Public Relations Coordinator should hold the following qualifications:

- Demonstrates outstanding interpersonal, written and verbal communication skills;
- Has excellent organizational and analytical skills, and a good eye for detail;
- Fluency in the English and Bulgarian languages (written and oral);
- Experience operating with various social media and other public platforms such as websites;
- Demonstrates a high level of energy and initiative, an entrepreneurial work ethic, and the capacity to work independently when required;
- Has a strong sense of personal responsibility, a strong moral compass with high ethical standards;
- Is passionate about social justice and human rights and is skillful in drawing others to the cause;
- Work experience in a multi-cultural setting and ability to work effectively within a team;
- Holds at least a Bachelor's degree in one of the social sciences, business, PR or marketing;

Essential Functions and Responsibilities

1. Public Relations and Communications Responsibilities

- 1.1. Works with the Development Director on the implementation of the Cedar Foundation Public Relations/Communications Strategy, ensuring that the Foundation establishes and maintains a positive public image.
- 1.2. Maintains productive relationships with journalists, PR professionals, photographers, etc. in order to effectively implement the PR/Communications strategy and promote the Foundation's activities among public stakeholders.
- 1.3. Coordinates public relations campaigns to inform the public and gather support.
- 1.4. Assists in the production of the CF Annual Report, the yearly film, and other publications or productions intended to promote the work of the Foundation.
- 1.5. Coordinates the upkeep of the CF website, newsletter and social media forums.
- 1.6. Works with the CF Admin and Volunteer Coordinator to recruit and support volunteers, with the aim of their becoming long-term supporters of the Foundation.
- 1.7. Is proactive in the promotion of CF work in order to raise awareness of deinstitutionalization issues and the mission and the approach of the foundation.

2. Fundraising Responsibilities

- 2.1. Works with the Development Director on the implementation of the Cedar Foundation Fundraising Strategy, ensuring that annual fundraising goals are met.
- 2.2. Is responsible for the smooth and successful coordination of Cedar Foundation fundraising events.
- 2.3. Serves as primary liaison for the CF Sponsor-a-Carer program.
- 2.4. Assists in the expansion of CF Fundraising activities to diversify funding sources and programs available to donors.
- 2.5. Supports the Development Director in his/her other fundraising and development duties.
- 2.6. Establishes positive relationships with current local donors and funders.
- 2.7. Collects and synthesizes data and reports on the Foundation's fundraising and communications status, such as donation income through various fundraising activities or social media hits.
- 2.8. Manages the Development database and follows up on donation commitments where appropriate.
- 2.9. May assist the Program and Policy Manager on the research and development of grant proposals, where appropriate.

3. Functions as a Cedar Foundation Representative

3.1. Co-represents The Cedar Foundation in business meetings and out-of-office functions when appropriate.

4. Other Relevant Responsibilities

4.1. Works effectively within the CF systems for strategic planning, goal achievement, monitoring, evaluation and reporting on activities.

4.2. Coordinates fundraising and development activities within specified budgets.

4.3. Demonstrate good work practice in time management, prioritizing, working relationships and resource management, ensuring effective communication is maintained between the CF Team and all partners and stakeholders.

Support and management

The Public Relations Coordinator is a key member of the CF Headquarters Team. He/she will work closely with and under the management of the Development Director in the implementation of the Foundation’s long- and short-term strategic development goals, and will work with the Program and Policy Manager and other program or field staff in overlying areas.

All Cedar Foundation employees should have a strong commitment to the CF mission to support deinstitutionalization and the development of alternatives to institutional care in Bulgaria.

This Job Description may be reviewed as the work of the Cedar Foundation evolves. All changes will be made in consultation with the jobholder.

Date of Implementation: March 2015

Post based: Sofia

Signed by: date:
Public Relations Coordinator

Signed by: date:
Executive Director

