



COMMUNITY  
BLOOD BANK

*A Member of America's Blood Centers*

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### **Our Donors Save Lives**

The Community Blood Bank of NWPA & WNY is in the business of saving lives, and that means a lot to us! Our team truly cares about our mission of connecting blood donors to recipients in the communities we serve, and we care about each other. We're looking for a new team member to serve as our **COMMUNITY RELATIONS COORDINATOR** to help us extend our visibility within the Williamsport area, and beyond. As a member of our Donor Services Department, you'll report to our Community Relations Manager.

#### Your Responsibilities:

- Develop campaigns to establish CBB's identity, advertise incentives/promotions, cultivate donor/recipient stories and make donating blood top of mind; collaborate with Marketing Departments of our partner hospitals as needed.
- With the guidance of your supervisor and our Recruitment staff, develop marketing strategies for your service area and oversee implementation.
- Oversee communications in your territory
- Serve as CBB spokesperson, develop media relationships, manage budgets and media buys
- Help coordinate recognition events and special logistics at blood drives
- Attend community and Chamber events to promote Community Blood Bank
- Develop relationships with local businesses to establish partnerships for growth

#### Your Personality:

- You're always on the lookout for a great story and you know how to pitch it when you find it.
- You're a positive, big-hearted person with a genuine enjoyment for working hard in the service of an important mission.
- You're a strategic thinker with the ability to match resources to needs
- You're a people-person, all the way ... you've never met a stranger, just a friend you haven't made yet!
- And you're eager to support your co-workers, champion their ideas and lend a hand wherever needed.

#### Your Background:

- You have a Bachelor's Degree in Communications, Media or related field
- You have a minimum of 3-5 years' experience in media relations, brand development or community outreach.



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- You have a compelling writing voice, with flawless spelling and grammar; and a magnetic speaking presence. Must be adept at addressing technical and medical topics, as well as people-centered topics.
- You have excellent customer service skills
- You are proficient with MS Office, and have experience with digital marketing platforms and social media management tools
- You have a gift for multi-tasking and planning ahead in order to meet deadlines and maximize opportunities
- You have a tangible history of successful projects and proven results

Our Community Relations Coordinator will be based in the Lycoming County area and will telecommute to Community Blood Bank's offices in Erie. The right candidate should have the ability to travel within our service region as needed. Some overnight travel may be required. More extensive travel may be necessary on occasion. Candidate will primarily work a regular day schedule, but should be flexible to accommodate evening and weekend duties as events dictate.

Interested candidates should send a cover letter, resume and any appropriate work samples to Jennifer Brownlee ([Jennifer.brownlee@fourhearts.org](mailto:Jennifer.brownlee@fourhearts.org)), Community Blood Bank Community Relations Manager.

Job Type: Full-time