



Job Title:	Community Relations Manager
Location:	Mount Gilead, OH / Remote
Job Status:	Full Time
Reports to:	Director of Strategic Communications
Team/Function:	External Relations Team

The **Community Relations Manager** leads with the guiding principle, *Nurture Community*. They know that mission-aligned partnerships are the key to the success of the organization and take initiative to build a roadmap of potential camp collaborators. In all they do they know they are elevating opportunities for more camp and experiences. They recognize the value of their role as a means to further advance the vision and message of camp by way of diversifying revenue to move the mission forward.

This person thrives in building relationships with others and leads with a spirit of hosting. They are skilled at managing details while also constantly seeing the bigger and long-term picture. They bring a genuine and curious approach to cross-departmental collaboration. They are self-aware, innovative, creative, adaptable, and driven by relationships. At the core they believe in connections and can thread opportunities together by seeing potential. They pivot easily, are a self starter, and take pride in making vision a reality.

Above all, they feel connected to the organization's values: Be All In, Take Initiative, Be Trustworthy, and Have an Attitude of Optimism.

Responsibilities

- Cultivates Relationships: develops and maintains strong relationships with children's hospitals, community organizations, higher education institutions and other relevant stakeholders to promote awareness of Flying Horse Farms and its mission.
- Partnership Development: identifies and pursues partnership opportunities with organizations that align with Flying Horse Farms' mission and values. Collaborate with these partners to develop mutually beneficial programs and initiatives that support camper enrollments and volunteer recruitment.
- Camper Recruitment: collaborates with the admissions team to develop strategies for recruiting campers and increasing enrollment numbers. Coordinate outreach efforts to reach potential campers and their families, including attending community events, organizing informational sessions, and leveraging social media and other communication channels.
- Event Planning and Coordination: plans and executes community outreach events and initiatives to engage stakeholders, raise awareness, and promote Flying Horse Farms' programs.
- Marketing and Communications: partners with the marketing team to develop effective materials and messaging to promote Flying Horse Farms' programs and initiatives. This may include writing content for newsletters, social media posts, website updates, and other communication channels.
- Develops and implements a comprehensive community relations strategy to increase awareness of Flying Horse Farms and its programs among target stakeholders.
- Identifies key influencers and decision-makers within children's hospitals, higher education institutions, and community organizations, and establish ongoing communication and engagement with them.
- Collaborates with the development team to identify funding opportunities related to community partnerships and assist in grant writing and reporting as needed.
- Organizes and leads presentations, workshops, and informational sessions to educate stakeholders about Flying Horse Farms' mission, programs, and opportunities.

- Serves as a liaison between Flying Horse Farms and external partners, addressing inquiries, concerns, and requests for collaboration in a timely and professional manner.
- Represents Flying Horse Farms at community events, conferences, and networking functions to promote the organization's mission and build relationships with potential partners and supporters.
- Develops and maintains a database of community partners and other stakeholders, ensuring accurate and up-to-date contact information and communication preferences.
- Tracks and analyzes relevant metrics and data to assess the effectiveness of community relations efforts and make data-driven recommendations for improvement.
- Stays informed about trends, best practices, and developments in the fields of community relations, volunteer recruitment, and nonprofit management, and incorporate relevant insights into Flying Horse Farms' strategies and initiatives.

Required Skills & Experience

- Bachelor's degree in communications, marketing, nonprofit management, or a related field.
- 3+ years in community relations, partnership development, or a related role.
- Strong interpersonal and relationship-building skills.
- Excellent communication skills, both written and verbal.
- Ability to work independently and as part of a team in a fast-paced environment.
- Passion for the mission and values of Flying Horse Farms.
- Experience working with children or in the nonprofit sector is preferred but not required.

Expectations & Requirements for all Flying Horse Farms Staff

We live our Values. We are each responsible for knowing our values and nurturing our culture:

- **We are All In.** We demonstrate a willingness to do what it takes to get the job done, we are supportive and loyal, show up present and ready and we are passionate about "Campers First."
- **We have an Attitude of Optimism.** We find what's working and make more of that happen, demonstrate adaptability within ambiguity, spread joy and hope and ensure everyone we interact with feels "Welcomed Home."
- **We are Trustworthy.** We are consistent, dependable, and steady, truthful and operate with transparency, take ownership for our work and "See the Best" in others.
- **We Take Initiative.** We are driven, work towards goals with fortitude, pay attention to details and find innovative solutions with "Fearless is Free" attitudes.

One Barn

At Flying Horse Farms, we embrace a "One Barn" approach in how we show up as a team. In action this means creating collaborative opportunities for team members to enhance their individual voices and perspectives, gain personal and professional growth, and make overall organizational impact. To demonstrate this and underscore our operating value All In, every employee participates in organization-wide and cross-departmental efforts. These efforts include (but are not limited to) fundraising, event support, program participation, facilities assistance work, "volunteering" during a camp experience, and supporting camps social enterprise model.

Flying Horse Farms provides magical, transformative camp experiences for children with serious illnesses and their families - free of charge. Located on 200 acres in Mt. Gilead, Ohio, camp first opened its gates in 2010 and hosts about 900 children and families each year.

Flying Horse Farms is the first camp in the Midwest to become a full member of the SeriousFun Children's Network. Founded in 1988 by actor, philanthropist and Ohio native Paul Newman, the

Network is a community of independently managed and financed camps and programs creating opportunities for children with serious illnesses and their families. The Network has evolved from one camp to a global community serving 732,000 children and families across five continents.

The children who attend camp have illnesses including cancer, heart conditions, rheumatoid arthritis, blood disorders, asthma, gastrointestinal disorders, and facial anomalies.

At Flying Horse Farms, for a weekend or week at a time, being sick takes a backseat to being a kid. And fun is priority number one. Campers participate in activities like swimming, boating, fishing, archery, high ropes and arts and crafts. Campers receive first-rate care at our on-site health center, staffed 24/7 by medical professionals from children's hospitals across Ohio and beyond.

Flying Horse Farms is an ACA-Accredited Camp with the American Camp Association.

Employee Signature: _____

Date: _____