bernadette's house
empowering female leaders of tomorrow

VICE PRESIDENT
EXTERNAL AFFAIRS

Role	VP External Affairs	**Team**	Executive Board
Reports to	President, Executive Board	**Chairs**	Communications & Fundraising Committee

JOB SUMMARY

The **Vice President of External Affairs** provides strategic leadership for all public-facing aspects of Bernadette's House. This includes community outreach, donor engagement, media relations, and brand communications. This role helps shape and amplify the voice of the organization to strengthen its reputation, broaden its reach, and support its fundraising efforts.

As Chair of the Communications & Fundraising Committee, the VP works closely with the CEO and development staff to ensure consistent messaging, meaningful engagement, and resource development that sustains and expands the mission of empowering girls ages 8–17.

Term: 2 years (with a minimum 1-year commitment); renewable once (maximum 2 consecutive terms), followed by a required 1-year break

Time Commitment: Approximately 10 hours per week

JOB RESPONSIBILITIES

- Lead the development and execution of external communications strategies (digital, print, and media)
- Serve as the board's liaison to the communications and development functions
- Build relationships with community leaders, local media, and strategic partners to raise visibility
- Collaborate with the Grant Writer and Sponsorship Coordinator to align messaging and outreach efforts
- Support the creation of donor-facing materials (e.g., annual appeals, newsletters, campaign updates)
- Oversee social media messaging themes, newsletters, and public updates in partnership with the Communications Team

Sample Tasks

1. Review and approve a seasonal newsletter that highlights program milestones and donor recognition
2. Schedule a meeting with the Communications Team to align messaging for Giving Tuesday and year-end fundraising
3. Attend a local community event to represent Bernadette's House and share sponsorship opportunities
4. Provide talking points and PR guidance for a staff member preparing for a media interview
5. Collaborate with the CEO and committee to update the sponsorship deck with new data and testimonials
6. Draft a public thank-you post for a business partner who supported a recent fundraiser

QUALIFICATIONS

Required:

- Strong writing, public speaking, and relationship-building skills
- Experience in communications, public relations, fundraising, or marketing
- Strategic thinker with a passion for community engagement and storytelling
- Comfortable collaborating with multiple stakeholders and responding to media inquiries
- Proficiency with email tools, social media platforms, and shared document platforms

Preferred:

- Background in nonprofit development or external affairs
- Familiarity with campaign planning, donor communication cycles, or sponsorship fulfillment

Personal Traits:

- Energetic, approachable, and mission-driven
- Thoughtful communicator who values transparency and inclusion
- Enjoys elevating others through stories, visuals, and partnerships