Classification Specification for Unclassified Service

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**Title:** Division Director, Hoxworth (Director, Donor Recruitment & Community Relations - Hoxworth)

**Pay Scale Group:** 21

**FLSA:** Exempt

**Essential Function**
Under general supervision from a designated administrator, manage and coordinate blood donor recruitment and public relations operations of Hoxworth Blood Center. Develop, motivate, guide and overall manage a team of professional mobile donor recruiters, telerecruitment specialists and public information officers.

**Characteristic Duties**
- In conjunction with the Associate Director, establish yearly goals for whole blood and automated (pheresis) component collection.
- Provide oversight for policy and procedures.
- Direct the operations of Mobile Donor Recruitment to establish territories, set goals, establish incentives, develop action plans to promote blood donations and review staffing and collections operations.
- Direct telephone recruitment of whole blood/red cell/platelet pheresis donors to develop call scripts, ensure FCC compliance for call rates, establish goals, create recruitment campaigns and manage schedule.
- Direct community relations to develop and revise printed recruitment materials, create and implement recognition programs and respond to/create media requests, corporate sponsorships and direct the creation of the annual report.
- Direct volunteer services to ensure volunteers available when needed and assigned appropriately.
- Review and approve all related budget actions to include fiscal year preparation and review, purchase of promotional materials, set recruiter incentives, etc.
- Serve as departmental liaison for national recruitment and marketing and communications.
- Develop marketing strategies to anticipate or respond to changing market conditions.
- Provide direct supervision to exempt and non-exempt staff (i.e., hiring/firing, performance evaluations, disciplinary action, approve time off, etc.).
- Perform related duties based on departmental need.

**Unusual Working Conditions**
- None

**Minimum Qualifications**
- Bachelor’s degree with seven (7) years experience; -OR- Associate’s degree with nine (9) years experience; -OR- eleven (11) years experience. Degree must be in marketing, public relations, business or related field. Experience should include blood donor recruitment and collection and/or related activities. Experience must include at least three (3) years supervision.