

Position Description

The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

General Information		
Position Title: Coordinator, Community Engagement	Location: Main Office	Date: October 4, 2018
Reporting Relationship(s): Position reports to the Executive Director		FLSA Classification: Exempt

General Summary

This individual will create and sustain a broad base of community awareness of Contact’s programs and services using media and digital outreach efforts. S/he will focus on community outreach through media relations; social media and digital communications, such as e-newsletters, Facebook, Twitter, Instagram etc.; website design and content creation; and marketing campaigns. S/he will establish/maintain cooperative relationships with representatives of community, consumers, and employees and help to establish a foundation for the cultivation of a pool of donors and volunteers.

Duties and Responsibilities

Communications:

1. Plan or direct development of comprehensive plans, including social media strategies, for public relations and communications, in collaboration with the Executive Director, program directors and the Board as appropriate;
2. Plan or direct communication of programs and services to maintain favorable public perceptions of Contact’s accomplishments, agenda and programs;
3. Establish, cultivate, and maintain cooperative relationships with the media, and representatives of community, consumer, employee, board and public interest groups;
4. Arrange public appearances, exhibits, and speakers, to promote goodwill and to increase community awareness in conjunction with the Executive Director and in collaboration with other staff as appropriate;
5. Write press releases or other media communications to promote Contact;
6. Coordinate and manage use of social media within and by various programs and departments;
7. Build and/or maintain Contact’s website;
8. Update and maintain content posted on Contact’s various websites;
9. Plan or direct communication strategies to promote effective internal communications;
10. Prepare or edit organizational publications, such as employee newsletters or annual reports, for internal or external audiences;
11. Attend public outreach events in conjunction with the Executive Director to increase Contact’s visibility, to promote goodwill, to create networks, cultivating a foundation for future donors and volunteers;

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12. Provide the public relations and media coverage needed to support fund development campaigns and events;
13. Perform other duties as needed and/or assigned.

Education Requirements

A minimum of a Bachelor's degree with at least 5 years of experience in communications, public relations, journalism, preferably in a not-for-profit organization/agency; a Graduate degree is preferred with a minimum of 3 years of experience in communications, journalism, marketing, public relations, preferably in a not-for-profit agency/organization.

Previous Experience Requirement

Demonstrated successful experience in media relations and social media, presentations, and writing skills

Knowledge and Skills Needed to Perform Effectively in this Position

1. Demonstrated knowledge and experience in public relations, social media, and marketing activities;
2. Excellent communication, personal, and organizational skills;
3. Computer literacy in public relations and software including word processing, and desktop publishing;
4. Literacy in social media strategies including Facebook and twitter;
5. Ability to work on multiple projects with shared leadership and in cross-functional teams.

Additional Requirements

- Incumbents in this position will be expected to work between 35 and 40 hours per week as job requirements dictate
- Professional membership in appropriate organizations
- Occasional evenings and weekends may be required
- This position description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by their supervisor
- This document does not create an employment contract, implied or otherwise, other than an "at will" employment relationship

Physical Dimensions (Job-related physical abilities an individual needs to possess in order to perform the job in a satisfactory manner)

- This position may involve lifting up to 20 pounds
- All requirements are subject to possible modification to reasonably accommodate individuals with disabilities

Contact Community Services, Inc.
6311 Court Street Road
East Syracuse, NY 13057

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I acknowledge I have read and understand this job description. I agree to assume the defined responsibilities and perform these duties.

Employee Signature: _____

Date: _____