

**Alexander County Partnership for Children
Job Description**

**COMMUNITY AWARENESS & EDUCATION COORDINATOR
PART-TIME**

Qualifications:

- Bachelor's degree in a field related to public relations, communications, marketing, or education with related experience preferred. (Equivalent combination of education and experience can be accepted.)
- Working knowledge of traditional and digital marketing tools; media-editing software; web design principles and best practices; and content management platforms.
- Ability to convey ACPC's mission through creative methods.
- Ability to effectively present information to small groups, management, and/or boards.
- Ability to communicate and work effectively with people from diverse backgrounds.
- Ability to adapt to and support a changing work environment and new demands.
- Attention to detail, and compliance with rules, regulations, and deadlines.
- A high level of organizational and interpersonal skills.
- Ability to work independently and collaboratively as part of integrated team.
- Excellence in word processing, desktop publishing, and Microsoft Applications.
- Must pass a criminal background check.
- Must have reliable transportation and valid driver's license.
- Occasional evening, early morning, and/or weekend hours required.
- Local travel required.
- Bilingual abilities are a plus.

General Duties:

The Community Awareness & Education (CAE) Coordinator is responsible for assisting the Executive Director with planning, developing, and implementing community education and public awareness strategies that support and strengthen the early childhood system. The Community Awareness & Education Coordinator is responsible for managing digital marketing and social media channels and providing general support to the Executive Director and other staff. The CAE Coordinator reports to the Executive Director. All members of the ACPC staff participate in segregation of duties, as described in the policies and procedures.

Specific Responsibilities:

Community Education/Public Awareness

- Promote ACPC's mission and programs in the community to increase awareness of services offered.
- Assist Executive Director with planning, developing, and implementing community education/public awareness strategies and campaigns.
- Develop and maintain community-wide outreach/event calendar.
- Prepare and edit organizational publications including but not limited to press releases, presentations, newsletters, professional development training calendars, brochures, flyers, advertisements, and annual reports.
- Provide educational/informational presentations to business, faith, educational, civic, social, health organizations and agencies to enhance flow of information and referrals.

Content Management

- Design, manage, and coordinate the Partnership web site and social media accounts to assist in the direct flow of information.

- Develop and write social media content and ensure messaging and branding is consistent across departments.
- Develop and implement social media procedures.

Collaboration/Community Outreach

- Work with other departments to promote consistent messaging and brand recognition.
- Evaluate opportunities for partnerships, sponsorships, and advertising on an on-going basis.
- Design and man the Partnership display board and participate in community fairs, training events, and/or other public events to increase awareness of services offered.

Event Planning

- Assist with the development and implementation of Partnership outreach activities, community forums and events.
- Assist with managing the event planning process, including collaboration with departments, partners and/or subcontractors, venue identification, menu development, printing and design of materials, and budget tracking.
- Conduct post-event evaluations.

General

- Answer telephone and direct calls to the appropriate department/staff.
- Assist in the coordination of Partnership events.
- Maintain documents/files as needed.
- Prepare correspondence as needed.
- Make travel arrangements as needed.
- Communicate with clients orally and in writing as needed.
- Assist with data collection, data entry and quarterly reporting.
- Participate in special projects as assigned for service-related support.

Other Duties as Assigned

- Perform other duties as necessary to promote and foster the mission of the Alexander County Partnership for Children.

Physical Requirements:

1. Must be able to perform the physical life functions of seeing, talking, hearing and repetitive motions.
2. Must be able to perform sedentary work exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to move objects.
3. Must possess visual acuity to prepare and analyze data and figures for extensive reading of materials and to complete forms and generate correspondence.

