##### **Job Description**

**Title:** Community Outreach Specialist **FLSA Position Status: \_X\_**Non- Exempt \_\_ Exempt

**Department:** Development  **Reports To:** Grant and Outreach Manager

**Position Summary:**

The [Health Clinic Name] Community Outreach Specialist is responsible for initiating, developing, and implementing Community Outreach/Marketing strategies to meet the annual and long-term needs of the organization. The Community Outreach Specialist is responsible for all ongoing Public Relations (PR) and Marketing efforts, including but not limited to: Community and patient outreach; event planning and marketing; website development and maintenance; social media posts; PR outreach to local media; coordination of creative work including photo shoots and video production; production of collateral and promotional materials including Annual Report; and completion of staff, donor, and patient newsletters.

**Essential Functions:**

1. Represent and speak on behalf of the Care Clinic in the community, which includes presentations and education, as well as Clinic tours.
2. Provide marketing support of events, fundraising and appeals via email outreach (Constant Contact or other), PR, advertising.
3. Plan and implement events including logistics, communications, and execution.
4. Assist with follow up thank you calls after major events.
5. Develop/improve website and provide ongoing maintenance.
6. Maintain and expand social media presence and track related metrics.
7. Create and schedule monthly newsletters for staff, patients, and donors.
8. Spearhead PR efforts to news outlets throughout the service area include newspapers, radio, television stations and other media outlets as identified.
9. Manage Creative branding and content, including developing visuals and storylines, managing photo shoots and video production.
10. Work with the Grant Manager and program leads to identify and develop appropriate outreach materials.
11. Ensure that materials developed by other Care Clinic staff are consistent with the overall theme of Care Clinic outreach materials.
12. Collaborate with Development, HR and/or Admin staff to support staff appreciation efforts.
13. Provide support on events and other Development Team activities on an as needed basis.
14. Produce collateral and marketing pieces such as “Soup” brochures and posters.
15. Produce Annual Report

**Qualifications:** To perform this job successfully, an individual must be able to engage in each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Education/Experience:**

Bachelor’s degree or equivalent experience required.

Previous non-profit experience preferred.

Excellent written and verbal communication skills

Web content management skills including design and analytics

Social media experience, including tracking of metrics/analytics

Public and media relations experience (e.g. Press releases, ability to pitch stories to media, radio, and newspaper formats)

Design experience (e.g. Canva, Constant Comment, Adobe)

Excellent project management skills

Flexible and adaptable

Ability to successfully manage different projects simultaneously

Excellent attention to detail and organizational skills

A professional and resourceful, self-starter style

Ability to work independently and as a team player

**Language Ability:** Ability to read, write and clearly speak the English language. Ability to interpret a variety of instructions and deal with multiple linguistic cultural variables.

**Reasoning and Mental Ability:** Ability to define problems, collect data, establish facts, and draw valid conclusions.Ability to exercise independent judgment. Self-directing and organized. Ability to reason objectively. Ability to assess, project and plan for patient’s needs. Ability to interpret state/ federal/agency regulations. Ability to document concisely, accurately and in timely manner. Ability to handle a variety of duties which may be interrupted or changed by immediate circumstances.

**Interpersonal Skills:** Ability to relate cooperatively and constructively with patients, co-workers, administration, physicians and providers, community agencies, referral sources, regulators, and other health team members. Ability to enlist the cooperation of others. High tolerance for stress.

**Computer Skills:** To perform this job successfully, an individual should have a solid knowledge of word processing software, spreadsheet software and database software.

**Supervisory Responsibilities:** None.

**Physical Demands:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Travel may be required for this position.

Below are minimal knowledge/physical requirements of this position.

|  |  |  |  |
| --- | --- | --- | --- |
| **Knowledge** | **Occasionally** | **Frequently** | **Constantly** |
| Reading, speaking, writing English |  |  | X |
| Reading, speaking, writing Spanish | x |  |  |
| Communications Skills |  |  | X |
| Computers |  |  | X |
|  |  |  |  |
| **Physical** |  |  |  |
| Walking |  | X |  |
| Bending |  | X |  |
| Standing |  | X |  |
| Sitting |  | X |  |
| Driving |  |  |  |
| Lifting up to 50 lbs. with or without assistance | X |  |  |
| Stretching/Reaching | X |  |  |
| Distinguish smell/temperature | X |  |  |
| Hearing/Seeing |  |  | X |
| Exposure to bloodborne pathogens and infectious disease | X |  |  |
| Exposure to hazardous material | X |  |  |
| Climbing | X |  |  |
| Hand/finger dexterity |  | X |  |
| Stooping (bend at waist) | X |  |  |
|  |  |  |  |
| **Sensory Activities** |  |  |  |
| Talking in person |  | X |  |
| Talking on the telephone |  | X |  |
| Hearing in person |  | X |  |
| Hearing on the telephone |  | X |  |
| Vision for close work |  | X |  |
| Other (specify) Reading, speaking, writing Spanish |  | X |  |

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.