



Community Outreach Coordinator Position Description

Employee Name: _____

Program(s): All Programs, assigned to Hancock Youth Leadership Academy (HYLA)

Reports to: Executive Director

Classification: Full-time, nonexempt

Education/Experience:

Bachelors' Degree preferred in Marketing, Public Relations, Education, Social Work, or other related field. Two years' experience in public relations, event planning, and marketing preferred and may substitute for degree preference. Experience with nonprofit work and working with special populations will be helpful. Veteran preference

Physical/Mental Requirements

Must be able to sit, work at a computer for 75% of workday or more. Requires personal vehicle and ability to transport clients. Must be able to see, hear, and speak to communicate with clients with reasonable accommodations. May require rare lifting/moving of items up to 25 pounds. Must be able to handle working in fast-paced high stress environment with people from diverse backgrounds.

Employee/Team Member Responsibilities

- Positive attitude
- Attendance/timeliness
- Team mentality
- Communication to co-workers and management
- Adherence to policies, both formal and informal
- Lifelong learning
- Represents/support HRC outside of work responsibilities
- Overall quality, timeliness, and productivity

Position Competencies

1. Coordinates Program in accordance with program guidelines and policies, both written and informal. Manages staff, contractors, and/or volunteers to accomplish goals of the program in a timely manner.
2. Reporting- meets program reporting standards and reporting deadlines as determined by the Executive Director. Is diligent in terms of data quality, accuracy, and completeness.
3. Communication and Follow-Up-maintains communication channels at all levels, asks for assistance and negotiates deadlines in accordance with workloads. Delegates tasks as appropriate and establishes accountability.



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4. Community Outreach- Supervises program outreach efforts to clients and the community to raise awareness of services, recruit/engage clients, promote HRC services. Participates in outreach efforts when additional hands are needed.

Program Competencies

1. HYLE- Manages application and selection process for junior and high school programs including designing social media and print outreach, manages online application platform, and manages communications with applicants, schools, and selected participants.
2. HYLE- Plans and implements sessions for junior and high school programs. Each session involves complete event planning: secure venue, plan activities, coordinate outside resources including snacks, meals, and transportation, collect and insure availability of supplies, set up, event coordination, photos during event, breakdown, and clean up.
3. HYLE- Manages fundraising and sponsorships for HYLE including preparing sponsor materials, mailing, and following up on sponsorships to meet fundraising goal each year..
4. HYPE- Identifies goals and creates activities for positive youth interaction. Creates a plan each year for HYPE activities.
5. HYPE- Implement plan including developing relationships with schools, managing the Hancock Youth for Positive Efforts program and activities, and providing training resources for schools as indicated. Manage signature events such as Adulting Day.
6. HYPE- Plan and organize Data Collection at least every two years with grades 6-12. Collect any necessary data and prepare reports within the required timeframe. Have working knowledge of data presentation tools to prepare visual presentations of data.
7. Youth Leadership Connection- work with the Executive Director to plan, promote, and implement program.
8. Outreach: Create an annual outreach plan that incorporates all HRC programs identifying key stakeholders and messaging.
9. Outreach: manage social media and community outreach including newsletter and annual report for all HRC programs in accordance with the Outreach plan. This includes creating content based on HRC programs and topics that are relevant to HRC's external audiences, creating a plan for distributing that content, implementing the plan, evaluating the effectiveness, and adjusting the plan to meet goals.
10. Outreach: Based on the Outreach plan, create community outreach events and fundraisers, develop a plan to implement, and work with the HRC management team to implement events and fundraisers.

I have read and understand the responsibilities of this position.

Employee Signature

Date