

**MIDWESTERN INTERMEDIATE UNIT IV**

**TITLE:** Coordinator of Outreach/Child Care Information Services      **DATE:** May 21, 2003  
**REVISED:** August 13, 2014

**REPORTS TO:** Director of Child Care Information Services      **APPROVED BY:** Board of Directors

**JOB SUMMARY:** Promote childcare information services within the community so that families are aware of our services and serve as a resource and referral center for families regarding child care needs.

**PRIMARY DUTIES AND RESPONSIBILITIES:**

1. Attend community functions to promote services to other organizations.
2. Assist in interviewing new clients and choosing childcare providers.
3. Attend Department of Public Welfare meetings.
4. Provide in-services for hospitals, employers, etc. on choosing quality childcare and developing policy procedure handbooks.
5. Collect data, tallying the number of clients.
6. Manage all print, radio, TV and other forms of advertisement.
7. Develop all promotional print material such as brochures.
8. Reevaluate/rework the overall marketing plan on a continuous basis.
9. Make follow-up phone calls to all clients after they have participated in the program.
10. Oversee the maintenance and tallying of extensive public contact data to meet state requirements.
11. Perform the duties of the Director in his/her absence.
12. Serve as Child Care Information Services representative to community groups and business organizations.
13. Complete the Office of Child Development and Early Learning (OCDEL) mandated face-to-face client interview.
14. Counsel and educate Child Care Information Services clients on choosing quality child care, early learning services, community resources and Child Care Information Services regulations.
15. Serve as point of contact for all child care providers.
16. Conduct all Relative/Neighbor provider meetings for the purpose of offering a provider agreement.
17. Maintain all child care provider documentation.

18. Serve as liaison between regulated child care providers and the Office of Child Development and Early Learning (OCDEL).
19. Maintain resource and referral "library" for client and community use.
20. Provide resource and referral services to clients and community.
21. Document provider and client information in PELICAN per Department described timelines.
22. Have a thorough working knowledge of the Office of Child Development and Early Learning (OCDEL) issued Policy and Procedure manual for Child Care Information Services.
23. Perform other duties as assigned by the Director of Child Care Information Services.

**QUALIFICATIONS:**

- Two (2) years experience in public relations, marketing and/or communications is required
- Bachelor's degree required
- Knowledgeable in child development/developmental psychology
- Public speaking skills
- Knowledgeable in computer/web-based applications
- Submission of pre-employment medical examination (Section 148 of the Pennsylvania School Code)
- Submission of a report of criminal history record from the Pennsylvania State Police (Section 111 of the Pennsylvania School Code)
- Submission of a clearance report from the Pennsylvania Department of Public Welfare in accordance with Act 151 of 1994
- Submission of Federal Criminal History Report in accordance with Act 114 of 2006
- Submission of Arrest/Conviction Report and Certification Form per Act 24 of 2011
- Such alternatives to the above qualifications as the Board of Directors may find appropriate and acceptable

**PHYSICAL DEMANDS:**

- Ability to reach above and below the waist
- Ability to use fingers to pick, feel and grasp objects
- Some stooping, kneeling, bending, and twisting of the body required
- Ability to lift and/or carry supplies and/or papers weighing no more than 50 lbs.
- Ability to mostly sit with some walking and standing or moving throughout the work environment

**SENSORY ABILITIES:**

- Visual acuity
- Auditory acuity

**WORK ENVIRONMENT:**

- Typical office environment
- Subject to inside environmental conditions

**TEMPERAMENT:**

- Must possess excellent interpersonal skills
- Must be able to work in an environment with frequent interruptions
- Able to make judgments and work under high level of stress

**COGNITIVE ABILITY:**

- Ability to communicate effectively
- Ability to organize tasks
- Ability to handle multiple tasks
- Ability to exercise good judgment

**SPECIFIC SKILLS:**

- Must possess computer skills
- Ability to operate various technology equipment
- Ability to operate various office equipment
- Must appropriately handle confidential information

*(Reasonable accommodations may be made to enable a qualified individual with a disability or disabilities to perform the primary duties and responsibilities of the job.)*