Christine Duncan Heritage Academy
POSITION TITLE:

Community Outreach/Marketing

JOB DESCRIPTION:

The Community Outreach/Marketing position focuses on building relationships and promoting an organization within a community. This role typically involves developing and implementing outreach strategies, managing public relations, and engaging with local stakeholders to increase awareness and visibility. Key responsibilities often include event planning, volunteer recruitment, and managing social media presence.

Key Responsibilities:

- **Develop and implement outreach strategies:**
  This includes identifying target audiences, crafting compelling messaging, and choosing the right channels to reach them.
- **Manage public relations:**
  This involves building relationships with media outlets, community leaders, and other relevant stakeholders.
- **Plan and execute community events:**
  This could involve organizing workshops, fairs, or other activities to engage the community.
- **Manage social media presence:**
  This includes creating engaging content, responding to inquiries, and monitoring online conversations.
- **Develop and maintain marketing materials:**
  This could include brochures, flyers, website content, and other promotional materials.
- **Recruit and manage volunteers:**
  This involves identifying opportunities for volunteers, recruiting them, and managing their participation in outreach activities.
- **Track and report on outreach efforts:**
  This includes measuring the effectiveness of campaigns and providing data-driven insights.

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Build and maintain partnerships with community organizations:
This involves collaborating with other groups to achieve shared goals.

Assist with fundraising and development efforts:
This may include identifying potential donors and developing fundraising strategies.

Required Skills and Qualifications:

Excellent communication skills:
Both written and verbal communication are essential for building relationships and promoting the organization.

Strong interpersonal skills:
The ability to connect with people from diverse backgrounds is crucial for effective outreach.

Public speaking skills:
The ability to present information effectively to a group is often necessary for events and presentations.

Marketing and public relations experience:
Knowledge of marketing principles, social media, and media relations is valuable.

Project management skills:
The ability to organize and manage multiple projects simultaneously is essential for managing outreach campaigns.

Knowledge of community resources and local organizations:
Understanding the community and its needs is important for targeting outreach efforts effectively.

Basic computer skills:
Proficiency in Microsoft Office Suite or similar software is required.

Bachelor's degree in a related field:
A degree in marketing, communications, or a related field is preferred.

Experience working with diverse populations:
Bilingual skills required.

Additional Notes:

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- You are required to have experience with fundraising, grant writing, or volunteer management.
- The role of a Community Outreach/Marketing professional is often multifaceted, requiring a blend of marketing, communication, and community engagement skills.
- Must have the ability to collaborate with other individuals to accomplish planning of events; Parent Liaison, Social Workers, and Office Staff.

PREFERRED KNOWLEDGE, SKILLS, ABILITIES AND EXPERIENCE:

Preferences: Bachelor's Degree or High School Diploma/GED with extensive work experience, in community relationships, good interpersonal skills, friendly and positive attitude, and initiative.

REQUIREMENTS:

Minimal Requirements: High School Diploma/GED, three to five years of related school experience

*This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees may be required to follow other job-related instructions and to perform other job-related duties as required, subject to all applicable state and federal laws. Certain job functions described herein may be subject to possible modification in accordance with applicable state and federal laws.