



## JOB DESCRIPTION

Job Title:	<b>Community Engagement &amp; Outreach Manager</b>
Reports to:	Chief of Communications and Community Engagement
Supervises:	Yes
Job Code:	911
FLSA Status:	<input checked="" type="checkbox"/> exempt <input type="checkbox"/> non-exempt <input checked="" type="checkbox"/> full-time <input type="checkbox"/> part-time <input type="checkbox"/> other
Salary Ranges:	Starting at \$60,000

### Position Summary:

The Community Engagement and Outreach Manager helps run the volunteer services program, community engagement initiatives, partnership and sponsorship opportunities, and events. The Incumbent develops ideas, helps collect, and create posts for ELCOC social media pages. The position also develops sponsorship relationships with businesses, individuals and organizations interested in supporting ELCOC's initiatives, events, and activities. The incumbent is a member of the Community Engagement Unit. The incumbent works with the Chief of Communications to develop and implement marketing and engagement strategies which include in-person and virtual events while overseeing the development of sponsorship relationships with businesses, individuals and organizations interested in supporting ELCOC's initiatives, events, and activities.

### Essential Job Functions

#### Leadership

- Sets and monitors department and individual staff annual goals and objectives in support of Coalition goals with the Chief of Communications and Community Engagement's approval.
- Communicates and updates the Chief regularly on communications, volunteer, and fund development events, efforts, and activities for the Coalition.
- Assists in the development, implementation and tracking of financial/budget/expense for the department.
- Manages engagement, sponsorship, and fund development opportunities in the community.

#### Communications

- Develops and helps execute ELCOC Communications, Media Relations, and Resource Development plan.
- Collaborates with the Chief of Communications and Community Engagement in the development and coordination of the production of communication to the media, special marketing materials, social media and web page content regarding the Coalition's outreach, volunteer, and fund development campaigns.
- Ensures all information is shared in a timely manner.
- Communicates with constituents, partners, and sponsors regarding special invitations, events, and similar activities.
- Collaborates with the Chief of Communications and Community Engagement and the entire Communications team in maintaining effective social media and website content with ability to measure growth through analytics.
- Creates and prepares marketing materials and programs necessary for events and programs.
- Prepares and submits state-mandated reports within established timeframes.
- Ensures proper branding of all communications distributed by the Coalition.

#### Community Relations

- Supports the relationship between the Coalition and local agencies, civic groups, schools, community groups, political entities, governmental agencies, and volunteer services.
- Plans and designs activities/events/functions that will both help the local community and promote the image of the Coalition in a positive way.
- Prepares and maintains list of community partners.
- Ensures community relations activities/events are communicated to all ELCOC staff clearly and on a timely basis.
- Builds and maintains a working database for key community contacts.

**Events**

- Works with the team and the Chief of Communication in the production of all videos and written materials associated with fund development functions and program services.
- Works with core service providers, develops and presents for approval to CEO a calendar of community events to advance Coalition objectives.
- Prepares materials and promotes approved events via emails and invitations to providers, families, and other invitees as appropriate.
- Organizes logistics of ELCOC community events including but not limited to location, volunteers, and activities.

(This job description may not be all-inclusive, and employees are expected to perform all other duties as assigned and directed by management. Job descriptions and duties may be modified when deemed appropriate by management.)

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**Qualifications:**

- Ability to organize own work, coordinate projects, set priorities, meet deadlines and follow-up on assignments with minimum direction.
- Knowledge of community relations and ability to perform in that capacity.
- Ability to establish and maintain positive working relationships with other employees.
- Ability to maintain a cooperative working relationship with a variety of constituents and partners.
- Knowledge of English and Spanish business language and ability to communicate clearly and concisely, both orally and in writing.
- Ability to effectively communicate sensitive information.
- The employee is frequently required to stand; walk, stoop and kneel. The employee may be required to lift and or move up to 30 pounds. Specific vision abilities required by this job include close vision, distance vision.
- Ability to exercise sound judgment within established guidelines.
- Working knowledge of child development and appropriate childcare practices and knowledge of Florida state standards and requirements.
- Ability to work flexible/hours schedule including Saturdays, early mornings, or evening hours.
- Ability to solve problems and deal with a variety of variables.
- Proficiency in the use of computer software (Microsoft Office Suite), social media platforms and website maintenance software. Ability to navigate the Internet.
- Must possess a valid Florida Driver’s License with ability to travel to off-site locations.
- Professional appearance and presentation.
- Ability to work and communicate effectively with people from various multi-cultural backgrounds and socio-economic levels.
- This position requires interaction with children birth to five years of age at coalition community and volunteer events.
- This position may require remote/hybrid work. Please be advised that this is a privilege. We will provide you with your electronic equipment. You must ensure that you have a dedicated and quiet workspace. You will be responsible for your chair, desk, and access to a reliable internet/Wi-Fi service. You must provide the privacy that is needed to

work with vendors/families and co-workers. You will also provide the address for your Telework location.

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**Education and Experience:**

- Bachelor's Degree in Public Relations, Marketing, Business, Communications, or closely related field from an accredited institution with a minimum of 5 years' experience in Community or Public Relations or Public Administration required. Masters Preferred.
- Demonstrated Substantial experience managing professional level employees required.
- Substantial hands-on practical experience with marketing & website software required. Adobe Creative Suite and Word Press preferred.
- Experience in a non-profit and/or educational organization preferred.
- Experience in fundraising and event planning preferred.

(A comparable amount of training, education or experience may be considered for the above minimum qualifications.)

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