



Outreach and Advocacy Coordinator

Disclaimer: Job descriptions are written as a representative list of the ADA essential duties performed by a job class. They cannot include nor are they intended to include all duties performed by all positions occupying a class.

Salary Range: Grade 10

FLSA Status: Exempt

Date Approved: 11/27/2018

SUMMARY:

Under general direction of the Outreach and Grant Administrator organizes, and directs outreach, communications, and public relations for CAPK and develops promotional brochures, and literature. Oversees the creation and distribution of news releases, publications, newsletters, and special articles. Coordinates CAPK exhibit and materials for recruitment, outreach and awareness events. Maintains the CAPK website(s), Facebook, and other social-media resources and will act as the primary media liaison for CAPK. Coordinator will receive assistance in performing these duties from Community Development staff.

SUPERVISION RECEIVED:

Receives supervision from the Outreach and Grant Administrator.

SUPERVISION EXERCISED:

Position will coordinate assignments to the Community Development Specialist with the Outreach & Grant Administrator.

DUTIES AND RESPONSIBILITIES:

Disclaimer: This list is meant to be representative, not exhaustive. Some incumbents may not perform all the duties listed or may perform related duties as assigned. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

Essential Job Specific Duties:

- Organize, attend, and or participate in special events and promotions advocating CAPK programs and initiatives.
- Serve as spokesperson for CAPK at meetings, special and media events.
- Coordination of CAPK's outreach, public relation, advocacy and public education initiatives. Works with the many outreach staff in CAPK programs to standardize CAPK messages.
- Oversee the implementation of advocacy strategies for the CAPK. Create, write, publish, and disseminate advocacy and educational materials on behalf of CAPK that support mission of CAPK as well as specific programs.
- Primary responsibility for the planning and execution of the CAPK Annual Humanitarian Awards Banquet, which includes establishing and monitoring a budget, recruiting and leading a Banquet Committee, establishing overall sponsorship levels, identifying potential sponsors and working with Division Directors and Managers to assign responsibility for sponsorship follow-up. Coordinates all other facets of the banquet, including volunteers, music, food, security, recruitment of emcee, and keynote speaker. Will craft all dialogue for the banquet event.
- Will develop fundraising initiatives with individual programs and general CAPK initiatives and assist in successful implementation.
- Coordinate interface with local and national media, establish and maintain media relations and contacts.
- Will work closely with programs in developing and implementing outreach efforts to attract clients, donors, volunteers, and build public awareness of CAPK and/or strategic messages.

- Develop strategies for positioning CAPK and its services online through social media, webpage, Facebook, etc. Will coordinate the many website and social media initiatives currently operating within CAPK.
- Utilize computer hardware, software applications, and best practices to maintain records and database information on prospective, past, and current donors.
- Works with Community Development Specialists and program directors and managers to coordinate the development and dissemination of the CAPK Annual Report, internal and external newsletters, and other publications.
- Establish a CAPK Communication Plan.

Other job skills, duties and preferences:

- Excellent research and public-speaking skills.
- Effective written and verbal communication skills.
- Experience in developing and or maintaining webpages, social media, and graphic designing.
- Work alternative hours as required, including nights and weekends.
- Effective media presentation composition, layout, and production of written materials.
- Experience with Adobe Illustrator, Adobe InDesign, and Adobe Photoshop software.
- Must be a self-starter and able to work independently and with a group, often leading the group.

MINIMUM QUALIFICATIONS:

The requirements listed below are representative of the knowledge, skills, and abilities required to satisfactorily perform the essential duties and responsibilities.

Knowledge of:

- Agency policies and procedures.
- Computers and graphic design software for creating outreach/marketing materials.
- Proficient in MS Office Applications, desktop publishing, database, and spreadsheet software.
- Principles, practices, and techniques of supervision and training.
- Current marketing and public relations principles.
- Web-based and electronic marketing techniques.

Ability to:

- Lead and manage processes of a strategic advocacy plan.
- Effectively prepare and present information to various groups.
- Work independently or with others to manage multiple tasks with minimal supervision.
- Be self-motivated and able to coordinate work among staff/teams, BOD, and other community volunteers.
- Establish and maintain effective working relationships with staff, clients, media representatives, community organizations, and volunteers.
- Deliver effective presentations.
- Coordinate multiple activities with conflicting deadlines.
- Demonstrate clear and concise communication practices.

EDUCATION AND EXPERIENCE:

The following requirements generally demonstrate possession of the minimum requisite knowledge and ability necessary to perform the duties of the position.

- Bachelor's degree from an accredited college or university in journalism, marketing, communications, or related field. Possession of an advanced degree may be substituted for one (1) year of required experience.
- At least four (4) years of increasingly responsible relevant work experience.
- Experience may be substituted for a bachelor's degree on a year-for-year basis for a total of eight (8) years of experience.
- Experience working with news media organizations and developing and implementing effective communications strategies for large organizations.
- A minimum one (1) year of supervisory experience required.

OTHER REQUIREMENTS:

- Possession of a valid California driver's license and state automobile insurance with an acceptable driving record, substantiated by a DMV printout.
- Must be fingerprinted, if required by funding source or state licensing, and have such records filed with the State Department of Social Services, Community Care Licensing.
- Bilingual language fluency (English/Spanish) highly desirable.
- Successful completion of physical, substance abuse screening, TB, and all required vaccinations.

WORK ENVIRONMENT:

The work environment characteristics described are representative of those an employee encounters in performing the essential functions of this job.

- Work is primarily performed indoors.
- Noise level is quiet to moderately quiet.
- Hazards are minimal

ESSENTIAL 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 the job. Reasonable accommodations may be made to enable employees with disabilities to perform the essential duties.

POSITION TITLE Outreach and Advocacy Coordinator				
Activity	Hours Per Day	NEVER 0 HOURS	OCCASIONALLY UP TO 4 HOURS	FREQUENTLY 4-8 HOURS
Sitting				X
Walking				X
Standing				X
Bending (neck)				X
Bending (waist)				X
Squatting			X	
Climbing		X		
Kneeling			X	
Crawling		X		
Twisting (neck)				X
Twisting (waist)				X

Is repetitive use of hand required?			X
Simple Grasping (right hand)			X
Simple Grasping (left hand)			X
Power Grasping (right hand)		X	
Power Grasping (left hand)		X	
Fine Manipulation (right hand)			X
Fine Manipulation (left hand)			X
Pushing & Pulling (right hand)		X	
Pushing & Pulling (left hand)		X	
Reaching (above shoulder level)		X	
Reaching (below shoulder level)		X	

	LIFTING			CARRYING		
	NEVER 0 HOURS	OCCASIONALLY UP TO 4 HOURS	FREQUENTLY 4-8 HOURS	NEVER 0 HOURS	OCCASIONALLY UP TO 4 HOURS	FREQUENTLY 4-8 HOURS
0-10 lbs			X			X
11-25 lbs		X			X	
26-50 lbs		X			X	
51-75 lbs	X			X		
76-100 lbs	X			X		
100+ lbs	X			X		