

JOB TITLE: Outreach Coordinator

FLSA: Exempt, Grade 9

DEPARTMENT: Executive, North Central Alabama Regional Council of Governments

JOB SUMMARY: This position is responsible for assisting the Executive Director in developing and maintaining strong professional relationships with other agencies and community and professional organizations and for fostering awareness of agency programs and services among the general public.

MAJOR DUTIES:

- Prepares and delivers informative group presentations to non-profit organizations, hospital groups, service organizations, senior housing facilities, professional organizations and faith-based organizations.
- Prepares marketing materials for use in all forms of media, including print and digital media, and social media.
- Creates and/or updates the NARCOG Marketing Plan.
- Recruits and trains volunteers to assist with NARCOG programs; supervises the activities of volunteers and maintains training records.
- Provides information and referrals to external service providers as appropriate.
- Solicits donations and services for the completion of special needs projects.
- Represents NARCOG at area professional meetings and events; coordinates and develops materials for themed events to community agencies.
- Coordinates outreach events between NARCOG and outside organizations.
- Prepares monthly and quarterly reports as required.
- Performs other related duties as assigned.

The assignment of duties is not limited by the content of the job description.

KNOWLEDGE REQUIRED BY THE POSITION:

- Knowledge of recent developments, current literature, and sources of information in the field of aging, community development, economic development, and public services.
- Knowledge of other agencies and services available within the service area.
- Knowledge of computers and job-related software programs.
- Skill in oral and written communication.
- Skill in public speaking and report preparation.
- Skill in the training of volunteers.
- Skill in maintaining effective working relationships with a wide range of individuals and groups.
- Skill in presenting ideas and technical material clearly and concisely.

SUPERVISORY CONTROLS: The Executive Director assigns work in terms of very general instructions. The supervisor spot-checks completed work for compliance with procedures and the nature and propriety of the final results.

GUIDELINES: Guidelines include all grant requirements, and NARCOG policies and procedures.

These guidelines require judgment, selection, and interpretation in application.

COMPLEXITY: The work consists of varied duties in the coordination of the agency's outreach programs. Frequent changes to regulations contribute to the complexity of the work.

SCOPE AND EFFECT: The purpose of this position is to coordinate the agency's outreach programs. Successful performance contributes to an increased awareness of agency programs and services.

PERSONAL CONTACTS: Contacts are typically co-workers, members of the general public, media representatives, volunteers, members of professional organizations, state and federal agency representatives, healthcare providers, representatives of assisted living and long-term care facilities, and members of faith-based organizations, business leaders, and elected and appointed officials.

PURPOSE OF CONTACTS: Contacts are typically to give or exchange information, provide services, resolve problems, and motivate and influence persons.

PHYSICAL DEMANDS: The work is typically performed while sitting at a desk or table or while intermittently sitting, standing, stooping, bending, or crouching. The employee frequently lifts light and occasionally heavy objects.

WORK ENVIRONMENT: The work is typically performed in an office.

SUPERVISORY AND MANAGEMENT RESPONSIBILITY: None.

MINIMUM QUALIFICATIONS:

- Knowledge and level of competency commonly associated with the completion of a baccalaureate degree in a course of study related to the occupational field.
- Experience sufficient to thoroughly understand the work of subordinate positions to be able to answer questions and resolve problems, usually associated with one to three years of experience or service.
- Possession of or ability to readily obtain a valid driver's license issued by the State of Alabama for the type of vehicle or equipment operated.

Note: The statements herein are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified.

Approved by: _____ Date: _____

Received by: _____ Date: _____