

Partnership for Children of Cumberland County, Inc.
Fayetteville, NC

Position Description Plan
Job Description

Title of Position: **Governmental Liaison**

Salary Range: \$40,747-\$45,840

Supervisor's Name and Title:

Community Engagement Administrator

FLSA Status:

Regular, Full Time

Date of Next Review:

Primary Purpose of Position:

The Governmental Liaison serves as the Partnership for Children (PFC), principal public and military policy liaison between the organizations and elected, military, and government agency representatives. The liaison is responsible for spearheading all advocacy, strategic communications including social media, website and community public relations and outreach efforts in order to influence public policies, improve public awareness of resources and services, build and maintain a strong organizational reputation and stakeholder relationships, and enhance supports for children and families across the region and the state.

Duties and Responsibilities:

Advocacy

Builds and maintains relationships with elected officials and their staff; educate PFC staff and other internal and partnering stakeholders about the legislative process; keeps abreast of current elected officials, candidates, and community leaders and provide timely updates to internal and external stakeholders. Additionally, the Liaison is responsible for managing the coordination of all advocacy efforts on behalf of PFC including effectively collaborating with both internal PFC departments and external partners to enhance public support for early childhood care and education initiatives.

Public Policy

The Liaison monitors local, state and federal government policies and will provide regular reports and analysis to the PFC President, Leadership Team, Board of Directors, committees and other community stakeholders.. The liaison researches and develops strategies for creating and influencing public policies which maintain or improve the quality of life for families and young children in our region and throughout the state. The Liaison will serve as a contributing member of external community initiatives including various associations, committees/task forces, etc representing PFC at the direction of the President.

Military Affairs

The Liaison builds and maintains strong working relationships with military uniformed and civilian personnel Department of Defense (DOD) staff and affiliated community organizations; educates PFC staff and other internal and partnering stakeholders on pertinent topics including resources, policies and legislation affecting military families; build and maintain relationships with and provides updates to internal and external stakeholders where appropriate. The liaison acts in the capacity of the principal point of contact between PFC and the military community.

Living in the New Normal

The Liaison will be the point of contact for PFC as the lead agency for enacting the mission of the Military Child Education Coalition's Living in the New Normal (LINN) initiative in Cumberland County and the surrounding region.

The Liaison will be knowledgeable about LINN goals and resources will be responsible for raising public awareness, building new partnerships in the community and the planning, coordination, budgeting and implementation of the Forward March initiative including facilitation of the Forward March Training Seminar & Symposium Planning Team, as well as providing support for related initiatives resulting from Forward March.

External Organization & Initiatives Participation

The Liaison will attend and participate in local, regional and statewide initiatives pertaining to early childhood legislative, advocacy and military affairs, and report findings and make recommendations to the President, Board of Directors, committees, and other stakeholders. Participation includes but is not limited to the following organizations & initiatives:

- The North Carolina Child Care Coalition;
- Fayetteville Regional Chamber's Military Affairs Council;
- Military Child Task Force;
- Military Child Education Coalition;
- Association of the U.S. Army, Braxton-Bragg Chapter;
- Behavioral Health Professionals Association;
- Community Blueprint Fayetteville;
- and, attend community meetings and support PFC sponsored events and initiatives at the direction of the President.

The Liaison will provide support and provide recommendations for PFC grant and fund development initiatives by securing letters of support, coordinating and aligning marketing and donor/sponsor outreach efforts for the Forward March Training Seminar & Symposium, as well as other initiatives. The Liaison may be required to identify and draft grant proposals, to include meeting grant reporting requirements.

Volunteer Coordination

Recruit, train, place and recognize volunteers in early childhood programs and activities. Develop and coordinate individual and group volunteer projects; train and support staff to work with volunteers; track statistics and keep accurate and confidential records of each volunteer; and compile and maintain a current list of volunteer opportunities with PFC. Organize a volunteer network to connect volunteers with appropriate programs, projects and/or events. Develop and maintain relationships with

Governmental Liaison (continued)

Page 3

community groups (businesses, churches and civic groups) to engage their members in the early childhood initiative and to encourage volunteering.

Communication

Serves as PFC's primary repository and central platform for constituent relationships and information; actively uses and maintains content in programs such as, but not limited to, Salesforce and Greater Giving.

In coordination with the VP of Information Technology and the social media committee, the liaison participates and provides recommendations for PFC's social media strategy, coordinating with staff across PFC to ensure its effectiveness and encouraging adoption of relevant social media techniques into the corporate culture and into all of the PFC services.

The liaison administers PFC's website by keeping content and design current. Works to maintain a cohesive design for a company's website and increases the online marketing presence.

Board and Committee Support

Responds as a principle staff to the Public Engagement and Development Committee; coordinates meetings and agendas with the committee Chairperson. May attend additional PFC committee meetings to include the Board of Directors meeting, as needed.

In Addition

In the event the Liaison possesses bilingual skills, the incumbent may be required to perform translation services at the direction of the President.

Attend committee meetings and participate in community events and PFC sponsored events at the direction of the President.

The Liaison is responsible for other duties as assigned.

It is the responsibility of all staff to contribute to the positive work environment at the Partnership for Children of Cumberland County.

PFC staff may work multiple grant activities to include Smart Start, Pre K, etc. and time worked will be allocated as appropriate.

PFC staff may work in other counties at the direction of the PFC President or designee and time worked will be allocated as appropriate.

ESSENTIAL FUNCTIONS :(4)

Non-Exempt/Exempt Non-Supervisor

1. Responds to concerns/complaints (internal and/or external) in a professional/timely manner; refers concerns/complaints to immediate supervisor, when appropriate; maintains composure at all times;
2. Assumes responsibility for personal productivity and quality of work; recognizes/communicates problems and suggests solutions to immediate supervisor;

Governmental Liaison (continued)

Page 4

3. Carries out directions; follows through and completes assignments in acceptable time frames; applies technical and procedural know-how to get the job done in an acceptable manner; adjusts behavior for the effective use of time and resources;
4. Effectively supports co-workers in establishing and achieving objectives while showing courtesy and respect toward others;
5. Assumes responsibility for managing personal time/schedules/deadlines; advises immediate supervisor of any conflict which may inhibit the organization's obligations; observes established rules/policies/procedures;
6. Communicates ideas/information for improving efficiency/procedures/cost control;
7. Coordinates time off/time away from work site with immediate supervisor to minimize disruptions to the unit/ organization;
8. Takes initiative to accomplish goals; demonstrates ability to learn on the job; maintains appropriate skills for the position;
9. Interacts with other departments/providers to assure information that affects the organization is communicated to the proper recipients.
10. Acknowledges and abides by all PFC established policies and procedures.

Knowledge, Skills, and Abilities:

1. Have technical ability to carry out duties with regard to laws, rules, and regulations.
2. Ability to express ideas clearly and concisely, both verbally and in writing, and to plan and execute work effectively within a specified time frame.
3. Ability to make decisions and to take appropriate action within the boundaries of the position.
4. Superior organizational skills and initiative; capacity to accept and follow through on assigned responsibilities with minimal supervision.
5. Ability to establish and maintain effective working relationships with military government agencies, elected officials, board and/or committee members, supervisors, peers, child care professionals , community agencies, and other resources.
6. Ability to maintain confidentiality of information in the performance of duties.
7. Possess strong interpersonal skills that allows for appropriate interaction with personnel in the state, in the community, and within the agency.
8. Analyze political data and information and provide assessments of this information to those who are not familiar with this type of analysis.

Governmental Liaison (continued)

Page 5

- 9. Oversee the development of advocacy efforts on behalf of the Partnership.
- 10. Relate to people in a manner as to win confidence, support and understanding in the purposes, programs and goals of the organization.
- 11. Professionally represent the organization in a number of diverse settings, including active participating in industry and/or community associations and events as well as with members of the television and/or print media..

Education and Experience - Minimum Requirements:

- 1. Bachelor’s degree or equivalent, in Political Science/Public Administration or related field preferred.
- 2. Minimum of three to five years of progressively responsible experience in legislative systems and/or military communities. Familiar with legislative institutions and procedures, state and local politics and the legislative decision making process.
- 3. A strong understanding of community building and engaging diverse groups..
- 4. Working knowledge of Smart Start, early childhood systems, advocacy and volunteer recruitment and management.
- 5. Valid driver's license.

Physical Requirements:

Must be able to perform *Essential Functions* of the position.

Employer’s Rights: This job description is general in nature and illustrative of the kind of duties and responsibilities required of this position. It is not exhaustive and does not contain a detailed description of all of the duties that may be required of the incumbent occupying this position.

Created /Evaluated		
Revised	July 1, 2010	
	May 2016	Revised job duties and responsibilities
Re-evaluated		