

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

Position Description Plan
Job Description

Title of Position: **Community Engagement Liaison**

Hiring 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 Community Engagement Liaison will lead the development, delivery, and implementation of a large-scale community engagement and liaison framework. The Community Engagement Liaison will provide bi-directional community engagement, including engagement strategies, communication channels, and marketing and maintain industry awareness of engagement opportunities with stakeholders. The Community Engagement Liaison will provide an actionable plan for interacting with our partner community and establishing a bi-directional community engagement program. Builds coalitions among the various stakeholders; negotiates authority to move the project forward. The Community Engagement Liaison shall document all activities and aspects necessary to establish and maintain community support, including engagement strategies, communication channels, marketing, and maintaining industry awareness of engagement opportunities with stakeholders. The Community Engagement Liaison shall leverage all possible avenues for engagement across many different channels, including electronic kiosks, technical expositions, strategic communications, press releases, conferences, public speaking, radio, and print and electronic media to include social media.

Duties and Responsibilities:

Communications: Develops, manages and executes an annual strategic marketing and communications plan for PFC to span across all communication media (online and offline) and reach appropriate target audiences, based upon specific performance goals; evaluates the success of various strategies and provide and implement recommendations for improvement; proactively provides innovation across all communication vehicles that PFC uses (offline and online) and provide competitive insight into our communications and branding strategies; develops, manages and produces materials to create a cohesive image and message for print and all offline communication vehicles, including, but not limited to the following: newsletter, brochures and information kits, annual report, events (invitations,

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posters, postcards, etc). Coordinates communication plans in collaboration with the Social Media committee.

Public Engagement: Liaisons with all PFC departments in the planning and executing of public engagement plans including but not limited to advertising, events, trade shows, collateral development, identify materials, the website, and all customer, consumer and prospect communications, including practice marketing materials, processes and programs; develops, establishes and achieves a long-term brand strategy; drives the brand based on customer and consumer insights and changes in trends; supports and leads cross-department marketing collaboration efforts, including marketing planning, identifying key strategic areas of focus, branding and messaging, and specific products and literature; direct, manage and facilitate internal cross-functional teams that work on marketing initiatives, while directing and managing partnering agencies and vendors working on specific marketing assignments.

Public Relations: Plans, directs, coordinates and evaluates news media relations for PFC; identifies issues, events and programs requiring media attention; prioritizes communications and public relations needs and directs appropriate and timely response; interprets educational issues and PFC position on issues to media and public; develops and maintains primary media contacts and activities; organizes media site visits and assists the press in developing stories; plans and directs the dissemination of information including the target audience, message, format and structure of communication. Works closely with the President and Board Chair regarding all public relation communication.

Convening/ Training/ Facilitating: Builds coalitions among the various stakeholders; negotiates authority to move the project forward. Creates a sense of belonging and ownership among team members; assembles a team with the right mix of skills; coaches and motivates team members; delegates responsibility; promotes mutual support and interaction. Consults and provides advice, facilitates discussion and resolves conflict; establishes trust; builds and uses cross-functional relationships to accomplish work objectives.

In the event the **Community Engagement 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 **Community Engagement 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, North Carolina Pre-Kindergarten Program, 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

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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.
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. Excellent computer skills
2. Ability to plan, coordinate and execute a comprehensive public education campaign and public speaking.
3. Excellent organizational skills and initiative; capacity to accept and follow through on assigned responsibilities with minimal guidance.
4. Ability to establish and maintain effective-working relationships with Board and/or committee members, supervisors, peers, private providers, community agencies, and other resources; strong interpersonal skills that allows for appropriate interaction with personnel in the state, in the community, and within the agency.

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- 5. Ability to carry out functions with a minimal supervision.
- 6. Ability to foster an environment that minimizes consequential errors.
- 7. Ability to maintain confidentiality of information in the performance of duties.
- 8. Exhibits a thorough knowledge of the organization’s goals and missions as well as PFC services.
- 9. Excellent verbal and written communication skills

Education and Experience - Minimum Requirements:

- 1. Bachelor’s degree, preferably in Marketing, Communications or other Social Science; Master’s degree preferred.
- 2. Three to five years of progressively responsible experience in marketing and communication, education and program development.
- 3. Additional experience may be substituted for post high-school education, provided the requisite skills have been obtained.
- 4. Valid driver’s license.
- 5. Valid professional license or certification as required by statute.

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	
	April 2015	Duties and responsibilities were revised
Re-evaluated	April 2015	