

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

Position Description Plan
Job Description

Title of Position: Community Engagement Administrator

Salary Range: \$44,822-\$50,425

Direct Reports:

1.	Community Engagement Liaison	4.	
2.	Governmental Liaison	5.	
3.		6.	

Supervisor's Name and Title:

President

FLSA Status:

Regular, Full Time

Date of Next Review:

Primary Purpose of Position:

The Community Engagement Administrator will promote the importance of young children and their families, and the need to work together to enhance their welfare. Will ensure and maintain a consistent organizational image throughout all PFC promotional materials and programs, execute public relations plans, manage advocacy efforts, and deliver marketing insight to assist in organizational strategic planning resource and program development.

Duties and Responsibilities:

Planning

Establish short and long range goals and objectives to include: Public Education Plan, Advocacy Plan, Fund Development Plan, Volunteer Plan, and Crisis Communication Plan. Develop and/or enhance policies and procedures to include Communication, Fund Development, Web, and Volunteer Policies and Procedures. Develop, monitor and administer assigned budgets. Identify industry trends, innovations, issues, and news related to early childhood, and promising practices related to marketing and provide updates to improve, evaluate, and enhance programs and services. Deliver marketing insight to key stakeholders to guide strategic planning and program development. Act as a PFC liaison with community organizations, boards, and committees to develop and maintain close working relationships with community groups and organizations that interface with the PFC.

Marketing

Manage the design, development, and evaluation of marketing programs and materials, activities, plans and strategies, and other product/program tools that are related to branding. Plan and develop major advertising campaigns using market research and demographic information supplied by PFC. Develop brand guidelines to ensure and maintain a consistent corporate image throughout all promotional materials and programs. Support and lead cross-department marketing collaboration efforts, including marketing planning, identifying key strategic areas of focus, branding and messaging, and specific products and literature. Supervise activities of organizational marketing and outside marketing and PR agencies. Support internal departments with their marketing, merchandising, and advertising needs and serve as a marketing consultant, providing marketing support and knowledge to the departments as needed. Direct, manage and facilitate internal cross-functional teams that work on marketing initiatives, while directing and managing outside agencies and suppliers working on specific marketing assignments. The Community Engagement Administrator will staff the PFC Public Engagement and Development (PED) Committee under the direction of the President.

Public Relations

Through community contacts, the Community Engagement Administrator will identify organizations whose goals and purposes coincide with those of PFC in an effort to engage them in partnering to create awareness of early childhood issues and available services and resources; provide brochures about services, community education pamphlets, and other marketing items; maintain a written record of outreach efforts; respond to referral sources regarding questions or concerns, and makes presentations to community group to educate them about PFC and early childhood services and resources. Identifies, recommends, and executes PR opportunities for PFC as an organization. Coordinates information released to the press and broadcast media; provides information and assistance to members of the press and broadcast media; prepares news releases; and generates media coverage of PFC events. Provides current press coverage updates and publicity to internal and external stakeholders; develops press kits. The Community Engagement Administrator maintains direct, regular contact with members of the media and is the primary contact for all members of the media. At the direction of the President or her designee, the Community Engagement Administrator will represent PFC at meetings and community events and/or be the spokesperson for the organization.

Public Engagement

Oversees and contributes to the execution of all PFC's public engagement activities and system building to 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 outside agencies and suppliers working on specific marketing assignments. Recommend participation in events, targets objectives of, and oversees coordination of events. Responsible for supervising the implementation of the Public Education/ Engagement and Volunteer Plans; participate in community education events, exhibits, conferences, and displays as required.

Fund Development

Oversees the development, coordination and implementation of all fundraising campaigns, major giving, planned giving, foundation relations and special events funding; Establish Fund Development short and long range goals and objectives and/or enhance Fund Development policies and procedures. Oversees the development and implementation of strategies for the identification, cultivation, solicitation, and stewardship of donors and prospects (current and planned gifts); Oversees the development, implementation of reports on the annual and long term fundraising plan with dollar goals, objectives, and strategies for identifying, cultivating, and soliciting major individual gifts, foundation grants and corporate gifts; Oversees the development grant proposals (including research, writing, follow-up); Oversees the maintenance of database records and files, including those used to track donor and gift information, endowments, scholarships, major gifts, and other contributions; oversee a variety of associated statistical and analytical reports; serves as the primary contact for required follow-up on assigned prospective donors working with the Board Chair and President to coordinate activities; and coordinates donor recognition and monitoring fund development progress.

Advocacy

The Community Engagement Administrator builds and maintains relationships with elected officials and their staff; educate PFC staff and other internal and partnering stakeholders about the legislative process; keep abreast of current elected officials, candidates, and community leaders and provide updates to internal and external stakeholders. Additionally, the Community Engagement Administrator is responsible for managing the coordination of all advocacy efforts.

Social Media/Website

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. Manage and 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.

Supervision

Supervision will include regular meetings to review performance of staff; timely reviews in accordance with PFC's policies/procedures; and supporting individual career development by encouraging and providing opportunities for professional development. The Community Engagement Administrator will oversee the implementation of the Volunteer Program and assist with training volunteers and equipping them with the necessary communications skills and tools to adequately represent PFC in the community.

In addition

In the event the Community Engagement Administrator 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 Administrator 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 :(2)

1. Provides input into department/division objectives/long range plans; assures all goals are met in areas of responsibility; provides input into annual work plans, programs, staffing requirements, equipment requirements, and related budgets, as appropriate; acknowledges and abides by all PFC established policies and procedures;
2. Assures the technical and/or professional expertise of subordinates; assures participation in all required training programs; encourages individual career development;
3. Creates and maintains an atmosphere conducive to good employee/management relations; recognizes the rights of individual employees; addresses problems affecting employee/management relations;
4. Assures the productivity and quality of work for all areas of responsibility; identifies/recognizes/analyzes problems; selects and implements sound/timely/effective solutions; promotes participation, cooperation, and teamwork; adjusts leadership style to individual, group, and/or situation needs;
5. Responds to concerns/complaints (internal and/or external) in a professional/timely manner; communicates concerns/complaints to immediate supervisor, when appropriate; maintains composure at all times;
6. Reviews the performance of staff to encourage growth and development; provides on-going feedback with frequent contact with employees;
7. Performs timely employee reviews in accordance with organizations policies/procedures; applies appraisal process accurately and impartially; corrects performance deviations; subordinates, collectively, meet 90% of their standards;
8. Prioritizes work, based upon project requirements, to ensure effective utilization of available resources; anticipates needs; provides accurate and timely reports in all areas of responsibility.
9. Interacts with other departments and/or providers of service; assures information that affects other employees/providers is communicated to the proper recipients.
10. Takes initiative to accomplish goals; demonstrates ability to learn the job; develops and maintains appropriate skills for the position.

Knowledge, Skills, and Abilities:

1. Ability to develop, implements, and evaluate public relations and marketing goals, objectives, policies and procedures.
2. Ability to apply market research results to the development of sound and effective marketing strategies.
3. Ability to develop, write, and coordinate the production of PFC publications and promotional materials in an effective and appropriate manner.
4. Ability to interpret and apply PFC policies, procedures, rules, and regulations.
5. Ability to work in a fast-paced environment, where collaboration is necessary and accountability is expected.
6. Solid understanding of principles and practices of marketing, public relations, and organizational communication strategies
7. Understanding of media relations, structure and organization of press and broadcast media.
8. Journalistic writing and reporting techniques.
9. Knowledge of web-based, interactive communications.
10. Knowledge of Microsoft Office, including Word, PowerPoint, Excel, and Outlook.
11. Ability to set priorities, meet deadlines, and multitask with minimal supervision.
12. Knowledge of the legislative process.

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 communications, education, program and resource development. Proven professional track record in media, public relations, advertising and/or communications.
3. Working knowledge of Smart Start, early childhood systems, advocacy and volunteer recruitment and management; as strong understanding of community and systems building and engaging diverse groups will be critical in increasing community awareness and engagement in meeting the needs of children and families in Cumberland County.
4. 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	May 2017	
Revised		
Re-evaluated		