

The Relatives Job Description

Job Title: Outreach Coordinator
Department: The Relatives
Reports To: Program Manager, Crisis Center, The Relatives
FLSA Status: Non-Exempt
Prepared Date: 11/17/2014
Approved By: Chief of Staff
Revised Date: 11/2024

SUMMARY:

The Relatives' Outreach Coordinator is responsible for building and maintaining relationships between The Relatives Youth Crisis Center and the community it serves. This includes identifying and engaging with key stakeholders, developing and implementing community outreach plans, and collaborating with internal teams to ensure that The Relatives' mission and values are effectively communicated to the community. The Outreach Coordinator is responsible for building awareness and support through the Safe Place and NeighborCare programs. Safe Place provides access to immediate help and supportive resources for youth in need. As a community initiative, the program designates schools, fire stations, libraries, and other youth-friendly organizations as Safe Place locations, which display the yellow and black sign. Any child or teen can ask for help at a Safe Place location and be connected to the Outreach Coordinator for support. NeighborCare is a system of community agencies that partner to find care for children of community members having medical emergencies to prevent DSS involvement. The goal of the Outreach Coordinator to increase awareness of valuable resources to kids and teens, to manage the Safe Place & NeighborCare program and establish new Safe Place partnerships in the area.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- Develop and execute outreach strategies that align with the organization's mission and goals. This includes identifying target audiences, creating messaging and materials, planning and implementing events and activities that will engage the community and build relationships.
- Create an annual outreach plan and maintain appropriate documentation of outreach activities.
- Plan and conduct presentations and information events to schools and community groups such as churches, civic groups, professional groups, networking groups, local businesses, and others to ensure awareness of The Relatives and programs/services offered.
- Work closely with the Program Manager of the Youth Crisis Center to increase community awareness of our services and referrals.
- Manage the Safe Place program at The Relatives and ensure all training of new Safe Place Partners.
- Serve as liaison with National Safe Place and with our local Safe Place partners to ensure adequate training, updates, equipment, and engagement.
- Maintain Safe Place database management and oversee annual site visits to Safe Place partners.
- Create an annual plan for Safe Place partner recruitment goals
- Monitor Safe Place budget and manage the invoicing for the program; ensure timely annual dues collection
- Lead the planning and execution of Safe Place related events and Safe Place Week.
- Serve a liaison for NeighborCare collaborative agency partners, including facilitating collaborative meetings.
- Responsible for coordination of NeighborCare Program activities like client intake, data collection, outcome management, and reporting
- All other duties as assigned

TR EMPLOYEE ESSENTIAL DUTIES AND RESPONSIBILITIES	KEY PERFORMANCE INDICATORS (KPIs)
Create and execute an annual outreach plan.	Provides regular weekly, bi-weekly or monthly presentations to schools, community groups and service providers about The Relatives services for youth. (75 presentations per year)
Collect and ensure all invoiced dues are submitted	Completion of Safe Place Dues collected 90% of the time.
Maintain Current and Secure new Safe Place Partners.	As evidenced by an outcome of maintaining current partners and adding at least 5 new Safe Place partners per year.
Ensures Safe Place site checks are completed	As evidenced by meeting an annual target outcome of 100% site checks done
Assists in the development of and maintain compliance to the program operating budget ensuring the most efficient use of agency resources	Adherence to department fiscal budget 100% of the time as evidenced by monthly reporting
Ensures that parents receive quality care while enrolled in NeighborCare	As evidenced by 100% of parents report that their involvement with NeighborCare enabled them to get the medical assistance they required.
Ensures clients will attend school while enrolled in NeighborCare	As evidenced by 100% of parents report improvements in their child's school attendance as a result of NeighborCare
Completes all mandated training.	100% of required training will be completed within specified time frame.
Attendance: Has minimal occurrences of <i>unscheduled</i> absences or lateness	No more than 5 unscheduled events per year

QUALIFICATIONS:

A successful Outreach Coordinator must have strong communication and interpersonal skills, as well as the ability to think strategically and creatively. A connection to, or experience within, the school system is a plus. The ideal candidate will also be familiar with the community they serve and have a deep understanding of the issues and needs of the people they are trying to engage. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE:

Two years minimum experience in education, human services, public speaking, communications or administration preferred. B.A./B.S. in Education, Social Work, Human Services, Communications or related field is preferred or equivalent. Proficiency in MS Office applications and data entry are required.

LANGUAGE SKILLS:

Ability to respond effectively to the most sensitive inquiries or complaints. Ability to write speeches and articles using original or innovative techniques or style. Ability to make effective and persuasive speeches and presentations on controversial or complex topics to top management, public groups, and/or boards of directors.

REASONING ABILITY:

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to deal with several abstract and concrete variables.

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 this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to stand; walk; sit; use hands to finger, handle, or feel; and talk or hear. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, depth perception, and ability to adjust focus.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

Employee Signature: _____

Date: _____

Supervisor: _____

Date: _____