|  |  |  |  |
| --- | --- | --- | --- |
| **Job Title** | Community Outreach Coordinator | | |
| **Department:** | Community Education & Outreach | | |
| **Reports To:** | Director of Corporate Operations | | |
| **Direct Reports:** | N/A | | |
| **O.T. Status:** | Non-Exempt | Date: November 2024 |  |

**Position Summary**

The Community Outreach Coordinator is a key member of the Smart Start of Forsyth County (SSFC) team. This role fosters connections between SSFC and the community through education, communication, and engagement. This includes managing community programs, preparing materials, planning events, and maintaining SSFC’s website to support its mission of improving early childhood education and family engagement in Forsyth County.

**Essential Duties and Responsibilities**

**Key Responsibilities:**

1. **Program Management:**
   * Manage and report on the Dolly Parton’s Imagination Library (DPIL) program, ensuring program goals and requirements compliance.
   * Maintain accurate records, track program outcomes, and prepare detailed reports for internal and external stakeholders.
   * Serve as the primary point of contact for DPIL, engaging families and promoting literacy initiatives.
2. **Community Education Materials:**
   * Prepare newsletters, flyers, press releases, and other communication materials in alignment with the SSFC Community Plan.
   * Collaborate with staff to develop clear, engaging, and culturally relevant materials to promote SSFC programs and initiatives.
   * Ensure timely dissemination of information to staff, partners, and the community.
3. **Website Management:**
   * Maintain and update SSFC’s website, ensuring all content is accurate, engaging, and aligned with SSFC branding and messaging.
   * Monitor website analytics to measure engagement and identify opportunities for improvement.
   * Work with internal teams to upload resources, event information, and other materials in a timely manner.
   * Troubleshoot and coordinate with technical support to address website issues as needed.
4. **Event Planning and Coordination:**
   * Plan and execute community education events, fundraisers, and other SSFC-hosted activities.
   * Coordinate logistics such as venue selection, vendor management, scheduling, and event promotion.
   * Represent SSFC at events, fostering relationships with community members, donors, and partners.
   * Collect feedback and prepare post-event reports to assess impact and identify opportunities for improvement.

**Educational and Experiential Requirements**

* Bachelor’s degree in Communications, Marketing, Education, Nonprofit Management, or a related field, or equivalent professional experience.
* At least 2 years of experience in community outreach, event planning, or program coordination preferred.
* Strong written and verbal communication skills.
* Proficiency in Microsoft Office Suite, website management platforms (e.g., WordPress), and digital communication tools (e.g., Mailchimp, Canva, and social media platforms).
* Experience working with diverse populations and a commitment to promoting equity and inclusion.
* Strong organizational and time-management skills with the ability to manage multiple priorities.
* Flexibility to work evenings or weekends as required for events or community engagement activities.

**Core Competencies:**

* Relationship building and community engagement.
* Detail-oriented and ability to meet deadlines.
* Creativity in designing engaging content and events.
* Team collaboration and proactive problem-solving.
* Basic technical skills for website updates and maintenance.

**Physical Requirements**

* Perform basic operational skills and work in an office environment with minimal physical exertion.

**Position Type/Expected Hours of Work**

* Full-time, Nonexempt, office-based with flexible work arrangements.

**Location & Travel**

* Based in Winston-Salem, NC, with minor local and occasional out-of-area travel.

**Other Duties**

* The job description is incomplete and may change at any time.

**How to Apply**

Interested candidates should submit their resume, cover letter, and a sample of community-focused written materials (e.g., a flyer, press release, or newsletter) to Marvin Fulwood at marvinf@smartstart-fc.org.

*The above statements describe the general nature and level of work being performed by individuals assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required for the position. All employees may have other duties assigned at any time.*

***I have read and understand the Community Outreach Coordinator job description as described:***

Employee’s Name (print or type)

*Employee’s Signature Date*

*Supervisor’s Signature Date*

|  |  |
| --- | --- |
| **Description Approved by:** | *Louis Finney, C.E.O.* |
| **Date approved:** |  |
| **Reviewed:** |  |

*Smart Start of Forsyth County ensures that employment activities are conducted without discrimination against anyone based on sex, race, color, religion, national origin, gender, sexual orientation, age, or disability.*