



Job Title: Community Outreach Coordinator

Classification: Part-Time/Full-Time, Non-exempt*

Supervisor: Executive Director

General Summary and Objectives

The Community Outreach Coordinator is responsible for strengthening Alight's presence within the community. This role focuses on increasing awareness of Alight services, identifying potential clients and partnerships, providing client focused education, and recruiting staff. The Community Outreach Coordinator will strategize, implement, and oversee initiatives that amplify outreach efforts and engage target audiences effectively.

Duties and Responsibilities

1. Community Awareness and Engagement

- a. Develop and implement outreach programs to expand visibility and impact within the community.
- b. Promotes quality of services, facility, and staff through ministry and community functions.
- c. Along with the Client Services Coordinator, build and nurture relationships with local organizations, churches, schools, and businesses to raise awareness of Alight services.
- d. Organize and represent the Alight at community events, health fairs, and public gatherings.
- e. Identify and engage with potential client populations to connect them with Alight services.

2. Community Partnerships and Education

- a. In cooperation with the Client Services Coordinator, design and execute information sessions and awareness campaigns tailored to diverse audiences.
- b. Plan and deliver presentations, workshops, and seminars on topics aligned with Alight's mission.
- c. Develop educational resources to inform the community about available resources and relevant issues.

3. Public Relations and Marketing

- a. Create and distribute client service-related promotional materials and information including rack cards, posters, blog posts, and social media content.
- b. Monitor outreach campaigns' effectiveness and recommend improvements based on community feedback and data analysis.

4. Record Keeping and Reporting

- a. Maintain detailed records of outreach activities, partnerships, and program outcomes.
- b. Prepare reports to assess the effectiveness of outreach initiatives.

5. Additional Responsibilities

- a. Actively participate in Alight meetings and contribute to strategic planning initiatives from a community outreach perspective. This includes communicating financial status and funding needs.

- b. Stay informed of local trends, challenges, and opportunities to adjust outreach strategies as needed.
- c. Work with the Executive Director and Client Services Coordinator to develop, implement, evaluate, and update client programs.
- d. Performs special projects or tasks assigned by the Executive Director.

Supervision/Direction

Receives periodic supervision in the form of general parameters and a periodic review of progress. Makes non-routine decisions involving the analysis of situations based on parameters established and past related experience. Plans and organizes work to meet deadlines and community outreach needs.

Qualifications

1. Bachelor's Degree or equivalent job-related experience, preferably in social work, public relations, communications, or a related field. At least two years of experience in a similar ministry desired.
2. Strong organizational skills with the ability to manage multiple projects and deadlines.
3. Exceptional communication and interpersonal skills with a passion for relationship building.
4. Familiarity with local resources, community dynamics, and the needs of targeted populations.
5. Proficiency in social media, public speaking, and event coordination.
6. Flexible scheduling, including evenings and weekends, to attend events. Involves local travel to build and maintain relationships across the community.
7. Self-starter with good judgment and integrity.
8. Willingness and ability to serve clients and other Alight constituencies (including other staff, donors, vendors, etc.) in a way that honors Jesus Christ and supports and promotes the Alight's life affirming ministry.
9. Demonstrates strong servant leadership by supporting and promoting harmony and a ministry of restoration and reconciliation while serving clients and volunteers effectively and lovingly.
10. Willingness and ability to demonstrate commitment to Alight's mission and vision and the execution of position responsibilities.

The above describes the general nature of the job and is not an exhaustive list of all duties, responsibilities, knowledge, skills, abilities, and working conditions. Job descriptions are subject to change as the center's needs evolve.

I have received a copy of this job description. I understand, affirm, and subscribe to the requirements, responsibilities, and duties of this job.

Employee _____ Date _____

Employer _____ Date _____

Title _____