



Job Title:	Community Engagement and Marketing Specialist	
Department:	Community Resource and Development	
Reporting to:	Community Resource Manager	
Department Head:	Chief Community Development Officer	
Level: Individual Contributor	Type of Position: <u>Full Time</u>	FLSA Status: <u>Exempt</u>

Position Summary
<p>The Community Engagement and Marketing Specialist has two primary areas of responsibility. The first is in the area of Community Resources and engagement in assessing, identifying and developing resources for CCCC staff to implement into the Individualized Service Plan (ISP) to meet the needs of youth and families. The goal is to prioritize the wraparound approach in terms of linking youth and families to sustainable, community-based programs and natural supports. In addition to identifying community-based resources, this role will identify and assist in the coordination of grant opportunities, development efforts, and other initiatives that support the extension of service offerings for CCCC.</p> <p>The second major responsibility area for this position is with the agency's social media platforms. The position is responsible for all social media postings, monitoring of social media trends, and developing novel ideas for using social media to promote the work of CCCC. The goal of this is to increase the social media presence of CCCC and further extend the outreach efforts to the community in order to provide notice and engagement for the resources that the agency can provide</p>
Responsibilities
<ul style="list-style-type: none"> • Advance the mission and values of Capitol County Children's Collaborative (CCCC) on behalf of staff, children and families, and system partners. • Ensures compliance with all State and Federal confidentiality laws including but not limited to the HITEC and HIPAA. • Attends all CCCC and CSOC required meetings and training including but not limited to monthly staff meetings, CCCC committee meetings, community resource events, Wraparound training, and any other ongoing training or meeting deemed necessary by CCCC. In-person attendance required as designated by CCCC management. • Create marketing strategies and materials to advance the mission of Capitol County Children's Collaborative (CCCC). • Assist in the implementation of communication strategies to effectively solicit support from the Mercer County community to communicate available resources • Periodically prepare reports related to social media and marketing outreach, trends, and user feedback • Assist in the implementation of a system (MRN) to ensure a timely, accurate and comprehensive resource database for use by CCCC staff and the community. • Continuously find opportunities to improve the content of ease of use in MRN (includes initiating, reviewing and managing weekly updates) • Meet regularly with Community Resource Development Team to bring questions, needs, and suggestions for resources and resource sharing • Independently manage all CCCC social media accounts (including regular postings as defined by Chief Community Development Officer) • Provide formal and informal presentations throughout the community on the missions and goals of CCCC and attends CCCC community events • Identifies, seeks, and submits entries for local and state-wide opportunities for grants, initiatives, and

<p>campaigns to support the mission of CCCC and resources available to youth and families</p> <ul style="list-style-type: none"> • Maintain membership and attendance with delegated Advisory Council(s) • Perform other miscellaneous duties, as assigned by supervisor or higher level Leadership personnel. • This position may require working nights and weekends
Knowledge
<p>Specialist must have familiarity with the following:</p> <ul style="list-style-type: none"> ▪ Intellectual developmental disability ▪ Substance use ▪ Child behavioral health and welfare system including cultural/ethnic/gender/class issues ▪ Juvenile justice ▪ Mental health diagnosis ▪ Familiarity with ethical considerations and regulations related to mental health and child welfare ▪ Strong knowledge of social media platforms including but not limited to Facebook and Instagram ▪ Editing software

Skills and Abilities
<ul style="list-style-type: none"> ▪ Use of Agency technology tools - CYBER, MS Office365, Mercer Resource net, Digital Data Recording System (DDRS), and other collaborative tools as identified by CCCC ▪ Ability to learn to navigate and manage CCCC website platforms (including but not limited to Capitol Kids, Mercer Resource Net, Internet-based platform for newsletters, updates to families and Providers) ▪ Excellent oral and written communication skills ▪ Strong public speaking and engagement skills ▪ Engagement and Conflict Management resolution skills ▪ Active Listening skills ▪ Advocacy ▪ Cultural Awareness/Cultural Humility ▪ Applies a problem-solving focus to day to day work

Qualifications: Education and Experience
<ul style="list-style-type: none"> ▪ BA/BS degree in a relevant field (e.g. social work, counseling, psychology, psychiatric nursing, criminal justice, special education) ▪ Minimum 1-year experience working with at-risk children and their families
Other Qualifications
<ul style="list-style-type: none"> ▪ A valid US driver's license is required. ▪ Pre-employment and ongoing background checks and regular motor vehicle record checks are required ▪ Regular CARI check ▪ Bi-lingual skills desirable
Work Environment
<ul style="list-style-type: none"> ▪ While performing the duties of this job, the employee is regularly required to perform some or all the major life activities including sitting, standing, walking, talking, typing, hearing, and using electronic communication devices. ▪ Occasional light lifting may be required ▪ Daily work hours may vary depending upon the needs of the department ▪ This position requires in person attendance for office meetings, field visits, community events, and trainings.

Approved By:	Joseph Rizziello	Last Update:	6/1/2025
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*Note: Job duties described herein are not all inclusive. Job description may be changed at any time.

ACKNOWLEDGMENT:

I have read and acknowledge receipt of this job description and agree to have the ability to perform the responsibilities as described above. I understand this job description is intended to describe the general nature and level of work performed by persons assigned to this classification. It is not intended to be an exhaustive list of responsibilities, duties, and skills required of employees who hold this position. I further acknowledge my understanding that reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. It is the employee's responsibility to inform his/her manager or human resources of the need for a reasonable accommodation.

Employee (Print)

Supervisor (Print)

Employee Signature

Supervisor Signature

Date

Date