

## PREVENTION AND COMMUNITY OUTREACH COORDINATOR

DISTINGUISHING FEATURES OF THE CLASS: This is responsible community outreach public relations work involving communicating, informing and educating the public about Child Advocacy Center (CAC) programs and services, and about issues and developments relevant to child abuse prevention, child safety and advocacy. Considerable contact with citizens, news media, county, town and village officials, business and community leaders is required. Work requires a high degree of independence, and is performed under general supervision of higher level CAC and Department of Social Services administrators, in accordance with specific policies and objectives. Performs related work as required.

### TYPICAL WORK ACTIVITIES: (Illustrative only)

Provides leadership to team members in development and implementation of goals and objectives of specific programs and projects, as assigned;

Develops and implements coordinated responses to child safety issues of concern to the community, such as human trafficking, domestic abuse, etc.;

Develops, plans and implements a variety of outreach programs and approaches aiming to increase awareness and to educate the community, public and private sector agencies, care providers, and the general public;

Oversees and coordinate fairs, expos, and other events and initiatives to educate and increase public awareness;

Develops and manages social media outreach;

Develops, plans, designs, writes and implements advertising, press releases and other awareness and education publicity;

Establishes relationships and works collaboratively with community agencies on programs and initiatives;

Builds collaborations with key stake-holders to ensure effective delivery of services;

Handles administration of specific grants and grant funds as assigned, including research and application processes;

Plans and maintains master schedule of educational presentations to public and community groups;

Plans and maintains master schedule of educational training sessions to public and private sector agencies and care providers;

Collects data, maintains secure databases, oversees tracking systems, monitors outcomes, analyzes trends, assesses effectiveness of services, and compiles reports and documents, as needed;

PREVENTION AND COMMUNITY OUTREACH COORDINATOR (cont'd)

Assists with annual and project budget preparation and oversight, as assigned;  
Coordinates with other counties, regional, state and federal initiatives and organizations to share information, best practices, and develop regional approaches;  
Acts as liaison to New York State Office of Children and Family Services (OCFS) and Division of Criminal Justice Services (DCJS);  
Performs a variety of related activities as required.

*Typical Work Activities are intended only as illustrations of possible types of work that might be appropriately assigned to an incumbent of this title. Work activities that do not appear above are not excluded as appropriate work assignments, as long as they can be reasonably understood to be within the logical limits of the job.*

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND

PERSONAL CHARACTERISTICS: Good knowledge of office terminology, procedures and methods; working knowledge of governmental agency operations including general understanding of grant-funded program administrative functions; skill in use of social media and in use of computer applications such as word processing, e-mail, spreadsheet and database software; ability to understand and carry out complex oral and written directions; ability to work independently; ability to communicate clearly and effectively, both orally and in writing; ability to deal effectively with the public; ability to establish and maintain effective professional working relationships; good judgment; initiative and resourcefulness; tact and courtesy; integrity.

MINIMUM QUALIFICATIONS:

- a) Master's degree and one (1) year of paid or volunteer experience involving public relations, marketing, educational or community outreach, that included writing and/or editing of correspondence, statements, press releases, reports, articles, or similar documents; or
- b) Bachelor's degree and three (3) years of paid or volunteer experience involving public relations, marketing, educational or community outreach, that included writing and/or editing of correspondence, statements, press releases, reports, articles, or similar documents; or
- c) An equivalent combination of training and experience as defined by a) and b) above.

PLEASE NOTE: Education beyond the secondary level must be from an institution accredited or recognized by the Board of Regents of the New York State Department of Education as a post-secondary, degree-granting institution.