



## JOB DESCRIPTION

<b>Position:</b>	Director of Outreach and Events
<b>Supervised by:</b>	Executive Director
<b>Department:</b>	Business
<b>Approved by:</b>	Executive Director

**GENERAL RESPONSIBILITIES:** The Director of Outreach and Events is responsible for developing and implementing strategic outreach initiatives and managing all aspects of the organization's events. This position plays a key role in enhancing public awareness, strengthening community partnerships and supporting fundraising and programmatic goals through effective planning and execution of events and community engagement activities. This individual has the responsibility of recruiting, training and retention of volunteers and bachelor level interns to support the agency. This individual must also understand the purpose and function of the PRCAC and be knowledgeable of existing policies and procedures. Typical work hours are Monday - Friday 8:00 a.m. - 5:00 p.m. This position does require working some evenings and weekends as needed for events.

**POSITION RESPONSIBILITIES:**

- Develop and implement comprehensive outreach strategies to increase community awareness, stakeholder engagement and organizational visibility.
- Cultivate and maintain strong relationships with donors, community leaders, volunteers and other stakeholders.
- Plan, coordinate, and execute a variety of events, including fundraising events, awareness campaigns, volunteer activities.
- Coordinate with the Director of Education and Engagement for community education programs.
- Serve as the primary point of contact for community partners, sponsors, vendors, and media related to outreach and events.
- Responsible for management of the agency's fundraising activities, soliciting new donors and sponsors, in-kind resources, and special event fundraisers.
- Responsible to ensure execution of marketing and public relations efforts.
- Oversee agency's website, events website, and social media presence.
- Facilitate and/or coordinate volunteers/part time media and outreach employees, to provide community outreach at public places, health fairs, etc.
- Supervise and support volunteers or staff assisting with outreach and events.
- Develop and facilitate a training curriculum to ensure adequate tools are provided to volunteers in both direct service and agency support capacities.
- Collaborate with internal teams to ensure event goals align with organizational objectives and mission.
- Manage event budgets, timelines, logistics, and post event evaluations.

- Maintain accurate records of outreach and event activities, including engagement metrics and donor/sponsor information.
- Oversee the development of outreach materials, including flyers, press releases, newsletters and digital content in coordination with the education team.
- Represent the organization at public events, conferences and meetings as needed.
- Other duties as assigned by the PRCAC Executive Director.

**QUALIFICATIONS:**

Bachelor's degree required, preferably in an area of emphasis, which relates to the responsibilities defined here with or have professional work experience in a child-related field.

- Minimum one year experience in nonprofit work, volunteer services, or victim advocacy.
- Minimum of 3-5 years of experience in outreach, event planning, development, or related areas.
- Demonstrated ability to build relationships and collaborate with diverse stakeholders.
- Experience with fundraising, donor cultivation and sponsorship solicitation is a plus.
- Proficiency in Microsoft Office and familiarity with donor management and event planning software and various social media platforms.
- Strong organizational, project management and communication skills.
- Possess tact, good judgment, flexibility, and ability to work with volunteers in a team setting.
- Ability to understand and abide by the confidentiality requirements and procedures related to working in an environment such as the Children's Advocacy Center.
- This position operates in a professional office environment and at off-site event locations. Local travel may be required.
- Spanish speaking ability (preferred but not required).
- Successfully complete a CPS and criminal history background check.

**THIS JOB DESCRIPTION REPLACES ALL PREVIOUS JOB DESCRIPTIONS FOR THIS POSITION.**

