



Outreach Specialist

Action for Children is looking for a creative, energetic individual to work in the Family Asset Building program as an Outreach Specialist. In this role you will establish and maintain working relationships in the community that support Action for Children's Central Intake program for entry into Help Me Grow and other home visiting programs sponsored by the Ohio Departments of Health and Developmental Disabilities. You will implement activities to recruit, engage and retain program participants, either directly or through referral sources.

Major responsibilities include:

- Coordinating the scheduling of special events such as workshops, fairs and presentations and arranging staffing of events, setup of events and appropriate materials for distribution – This will be done in conjunction with other team members
- Working with the Central Intake Coordinator and Director of Organizational Advancement to create promotional materials and informational resources for internal and external purposes, including fliers, newsletters, website and social media content
- Working with Central Intake Coordinator to develop, implement, and evaluate the organization's outreach plan for Central Intake
- Conducting presentations to target audiences including physicians, medical professionals, legislators, parents, and community partners to spread awareness, generate referrals, and cultivate relationships
- Organizing and leading monthly meetings with referral sources to build and maintain strong relationships in order to facilitate Help Me Grow referrals
- Responding to information requests from community agencies, providing promotional materials via mail, and attending committee meetings - Assessing which community events are the best use of the organization's time and resources and will generate the most referrals
- Maintaining records of outreach activities and preparing reports as needed, including AFC's annual report to ODH
- Attending affiliate meetings, parenting team meetings and All Staff meetings at Action for Children
- Developing reports by using the database as needed
- Occasional evening and weekend hours needed to support community events

Qualifications include:

- Bachelor's degree in Marketing, Communications or related field
- Knowledge of local community resources and three years' experience working with economically challenged families and their children is desired
- Ability to interact with families of different backgrounds and cultures
- Ability to make public presentations and to interact with service professionals
- Ability to manage multiple tasks and assignments
- Proven ability to maintain timely and accurate records/data for program reporting
- Experience with Early Track database, Adobe Acrobat Pro, FileMaker Pro, and e-mail marketing software are strongly preferred
- Proficiency with technology and experience with Microsoft Office Suite
- Valid driver's license and car insurance with access to own transportation
- Bilingual English/Spanish is a plus.

We seek a self-starter with the ability to establish trusting relationships so as to support the program outcomes. Ability to tactfully and effectively deal with public and staff in a personable

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Job Posting

and professional manner is required. You will have demonstrated strong skills in written and verbal communication, building rapport, creativity, analysis, and problem-solving. You must demonstrate flexibility, be committed to the success of the program and the team, and be willing to dedicate the time necessary for team meetings and agency events. This role involves travel throughout Central Ohio.

HOW TO APPLY

Interested individuals should send a resume and cover letter outlining how they meet the specific requirements of the position to Human Resources, Action for Children, 78 Jefferson Ave., Columbus, OH 43215 or jobs@actionforchildren.org. No phone calls please. Action for Children is an equal opportunity employer.

While we sincerely appreciate all applications, only those candidates selected for interview will be contacted.

Please note, the selected candidate will be required to submit to our background and reference checking process.