



**Outreach Coordinator**  
**Part-time: 12-14 hours per week**  
**Job Description**

**General Duties:**

The Outreach Coordinator is a great storyteller with the ability to connect with people and share the compelling mission of the CAC and the impact the CAC has on child abuse victims and their families through engaging visual content and community conversations. Coordinator will also assist with fundraising and maintain relationships with donors.

**Responsibilities:**

- **Public Relations, Media, and Marketing**
  - Submit press releases to the media about CAC activities
  - Utilize social media to promote the mission and work of the CAC as well as fund and friend raising events
  - Maintain the Child Advocacy Center WordPress website
  - Create and promote positive, educational messages on a regular basis
  - Develop content which includes, but not limited to:
    - Social media content
    - Program brochures
    - Flyers about fund and friend raising events
- **Fundraising Event Support & Donor Relations**
  - Support annual fund & friend raising event plan
  - Work with board and staff to ensure the profitability of fundraising events by helping secure sponsorships, in-kind contributions, and support
    - Results driven “sales” personality that truly enjoys “fundraising”
  - Develop the message content that will be marketed to potential donors
  - Develop a portfolio of information to utilize with prospective donors
  - Maintain donor database
  - Thank donors in a timely manner
- **Administrative**
  - Attend staff meetings
  - Support board in outreach and fundraising as needed
  - Participate in professional development with CAC staff
  - Mail merge letters and mailing labels, and correspond with donors
  - Support board and executive director on capital campaign
  - Other duties and support as assigned

## **Job Specifications**

### **Knowledge, Skills and Abilities:**

- Passion for child abuse victims and their families and willingness to learn about the child abuse system and family dynamics of child abuse.
- Highly motivated, task orientated, independent worker.
- Entrepreneurial in bringing new ideas to the table and taking the initiative to make them happen.
- Coachable, self-aware, and open to feedback to improve development skills.
- Organizational skills to independently manage workload and related responsibilities
- Demonstrated ability to effectively communicate in oral and written form.
- Proficient in design software which may include: Adobe Photoshop, Adobe InDesign, Microsoft Publisher and/or Canva software.
- Ability to update WordPress website
- Demonstrated ability to use Microsoft Office applications
- Knowledgeable in multiple social media formats
- Proficient understanding of Google Suite.
- Strong organizational skills.
- Reliable transportation.
- Must pass a thorough background investigation

### **Education and Experience**

- B.S. or B.A. with experience in sales, business, marketing, public relations, or development

### **Salary**

- Compensation commensurate with education and experience

The Outreach Coordinator staff reports to the Executive Director and is supervised by the Executive Director.

Send resume and letter describing how you are a good fit for this job; specifically addressing the following:

- **Describe how you are a great storyteller with the ability to connect with people and share the compelling mission of the Center.**
- **Describe your understanding of compassion fatigue and vicarious trauma and how you work through the challenges of being in a position that can lead to this kind of trauma.**

Submit to [rose@nestcac.org](mailto:rose@nestcac.org)