



PROGRAM COORDINATOR I
Public Relations Coordinator

JOB TITLE: Public Relations Coordinator

CLASSIFICATION: Program Coordinator I

SUPERVISOR: Program Coordinator II and/or Executive Director

PURPOSE of POSITION: The Public Relations Coordinator is responsible for creating and maintaining the agency's public image by coordinating and executing the promotion of the agency's activities through a variety of media.

QUALIFICATIONS:

1. High School Diploma required. Associate degree in social science, or a related field preferred.
2. Two years of experience in community engagement, advertising, or public relations preferred.
3. Direct experience in the development, creation, and management of social media content and tactics for a business or organization, and a working knowledge of current social media platforms.
4. Experience developing and maintaining websites for businesses and organizations, including website design and development of content.
5. Proficiency in graphic design and ability to develop professional quality materials including brochures, rack cards, and flyers.
6. Experience organizing events, making presentations, and engaging with community members.
7. Ability to work respectfully with adults and youth from various cultural and socio-economic backgrounds.
8. Excellent written and verbal communication skills.
9. Excellent interpersonal and networking skills.
10. Ability to build and maintain relationships with external community organizations and agencies.
11. Excellent time management, organization, and analytical skills. Possess the ability to multitask and handle multiple deadlines.
12. Excellent attention to detail and ability to work independently.
13. Knowledge of computer programs including proficiency with Outlook, Word, and Excel. Experience with Adobe Photoshop and InDesign preferred.
14. Be able to perform duties on a flexible schedule. Working some nights and weekends may be required.

15. Possess or obtain within 60 days of hire a valid California driver's license and current vehicle insurance.
16. Able to obtain California Criminal and Child Abuse Index clearance.
17. Work as a team player for whom the ownership of ideas is less important than the result of the collaborative effort. As such, the individual will be a team player who can take both leader and follower roles as the situation requires.

DUTIES:

1. Create promotional materials for the agency, including but not limited to, agency brochures, flyers and social media posts for events and employment opportunities, and informational and promotional articles.
2. Maintain and update agency handouts, agency website, and agency social media pages.
3. Plan and develop strategies to expand agency's presence throughout the community and social media.
4. Create and distribute internal and external agency newsletters.
5. Collaborate with outreach staff to coordinate and facilitate outreach events and meetings.
6. Assist in the development and placement of advertising campaigns in print and digital media, including creation or modification of advertisements.
7. Collaborate with HR Coordinator to ensure advertising materials are compliant with state and federal equal employment opportunity and non-discrimination laws.

8. Develop and maintain cooperative relationships with funders, community members, local media outlets, and public agencies.
9. Serve as a liaison between the agency and the community.
10. Coordinate programs with other county programs, outside agencies, and public and private organizations.
11. Provide community outreach to increase awareness of agency programs and availability of services.
12. Work with in-house staff, outside agency staff, and the public to increase general awareness of the program and availability of services.
13. Coordinate fundraising efforts with the agency's Board of Directors.
14. Maintain confidentiality of client and participant information.
15. Attend local, regional, and statewide meetings, trainings, and conferences as required.
16. Adhere to the HRN Employee Handbook.
17. Other duties as assigned for agency growth and development.

Applications invited from all qualified individuals without respect to race, color, religion, sex, gender identity or expression, sexual orientation, national origin, age, disability, genetic information, or other personal characteristics.

I understand that I am free to resign at any time, with or without cause and without prior notice, and the employer reserves the same right to terminate my employment at any time, with or without cause and without prior notice, except as may be required by law. This application does not constitute an agreement or contract for employment for any specified period or definite duration. I understand that no supervisor or representative of the employer

is authorized to make any assurances to the contrary and that no implied oral or written agreements contrary to the foregoing express language are valid unless they are in writing and signed by the Executive Director.

I HAVE READ AND UNDERSTAND THE ABOVE POSITION DESCRIPTION

Signature

Date

Printed Name