



<b>Job Title:</b> Community Engagement Manager	<b>Reports to:</b> Director of Advancement
<b>Classification:</b> Full-time, Exempt, Employed at Will	<b>Wage: /</b> Annual Salary

### Scope of Work

Under the direct supervision of the Director of Advancement, this position is primarily responsible for building and maintaining relationships, providing marketing and communications for a unified brand voice, and coordinating special events. Included in these initiatives is acting as a social media manager, managing familyadvocates.org, and building collaborative relationships with community partners.

### DUTIES & RESPONSIBILITIES

#### Relationship Builder

1. Ability to present to a diverse audience; prepare in advance, exude professionalism, communicate with articulation, and build rapport with the audience.
2. Responds to requests for information from the media in coordination with the Executive Director.
3. Establishes and maintains cooperative relationships with partner organizations, businesses and media organizations.
4. Maintains Family Advocates brand image and identity.
5. Drafts speeches and schedules interviews or recordings.
6. Prepares and edits organizational materials for internal and external audiences.
7. Identify and cultivate new partnership opportunities aligned with the organization's mission.
8. Serve as the primary point of contact for partner communications and engagement.
9. Represent the organization at community events, networking opportunities, and public engagements.

#### Marketing and Communications Manager

1. Collaborates with directors to identify trends and to evaluate marketing to determine whether it is in sync with the organization's branding and public relation efforts.
2. Design and produce visual content for digital platforms (social media, website, email campaigns) and print materials (brochures, flyers, posters).
3. Ensure brand consistency across all visual materials.
4. Create graphics, illustrations, layouts, videos and infographics to support storytelling and messaging.
5. Revise designs based on feedback and project requirements.
6. Build strong online communities through various social media platforms.
7. Monitor social media accounts and offer constructive interaction with users.
8. Track, analyze, and report on campaign performance using analytics tools.
9. Graphic designer with an understanding of trademark and copyright laws.
10. Develop and implement digital marketing campaigns across email, social media, website, and paid channels



11. Manage and maintain the organization's website, ensuring content is current, accessible, and engaging.

#### Event Coordinator

1. Plan, coordinate, and execute events such as fundraisers and community outreach activities
2. Actively pursue third party fundraising opportunities and consistently schedule within the revenue needs of the organization.
3. Identify and manage vendors, venues, and suppliers
4. Coordinate registration, guest lists, and attendee communications
5. Manage on-site event operations, troubleshooting issues as they arise
6. Evaluate event success through feedback and performance metrics, record for future reference.
7. Maintain relationships with vendors, sponsors, and partners.

#### **SUPERVISOR RESPONSIBILITIES**

This position may supervise interns in accordance with Family Advocates policies and procedures. Responsibilities may include interviewing, hiring and training interns; planning, assigning, and directing work; appraising performance; addressing complaints and resolving problems.

#### **QUALIFICATIONS** to perform the position successfully:

- A college degree directly related to duties and responsibilities specified, preferred
- Ability to work in a team environment to achieve strategic and departmental goals
- Strong interpersonal skills and ability to work well with others
- Excellent public speaking, presentation and written communication skills
- Proficiency in mobile video editing tools and photography
- Strong systems management skills
- Ability to organize tasks, information, and interactions toward accomplishment of established goals
- Proven event coordination experience
- Self-starter and ability to sustain high level of activity with minimal supervision

#### Other qualifications:

- Demonstrated ability to remain calm and focused in stressful situations.
- Maintain timely and reliable attendance.
- Maintain a professional appearance.
- Maintain reliable and insured transportation as well as a valid driver's license.
- Ability to work a flexible schedule to include some evenings and weekends.
- Be at least 21 years of age.
- Complete and pass Idaho Supreme Court background check inclusive of national sex offender registry and Idaho Department of Health and Welfare Child Protection registry check.

This position is exempt (salary) and "at will" under Idaho law. This job description does not and shall not be interpreted as an attempt to alter the at-will employment of this position.



### **PHYSICAL REQUIREMENTS/WORK ENVIRONMENT**

While performing the responsibilities of the job, these work environment characteristics are representative of the environment the job holder will encounter. While performing the duties of this job, the employee is occasionally exposed to moving mechanical parts and vehicles. Frequent walking, standing and traveling to various on-site locations. Ability to lift, transport, and move materials, equipment, or supplies often weighing between 25 and 50 pounds (e.g., promotional materials, tables, or pop-up canopy). Occasional exposure to outdoor elements, such as inclement weather or sun. The noise level in the work environment is usually quiet to moderate. Occasional evening and weekend work is standard to align with community schedules. Reasonable accommodation may be made to enable people with disabilities to perform the essential functions of the job.

### **EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER**

Family Advocates is an Equal Opportunity Employer and Prohibits Discrimination and Harassment of any kind. Family Advocates is committed to the principle of equal employment opportunity for all employees and to providing employees with a work environment free of discrimination and harassment. All employment decisions at Family Advocates are based on business needs, job requirements, and individual qualifications, without regard to race, color, religion or belief, sexual orientation, family or parental status, or any other status protected by laws or regulations. Family Advocates will not tolerate discrimination or harassment based on any of these characteristics.

### **DISCLAIMER**

The information presented indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, nor to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications and objectives required of employees assigned to this job.