

OUTREACH COORDINATOR

DISTINGUISHING FEATURES OF THE CLASS:

This position is responsible for promoting the agency's programs to the general public, potential consumers and related agencies as well as assisting in the recruitment, assignment, monitoring and recognition of program volunteers. The employee also assists in the development and execution of special programs carried out by the department. The incumbent will be actively involved in the community through his or her work to promote the department's programs and volunteer participation. Work is performed in accordance with established policies and procedures under the general supervision of the Director, Office for the Aging. Leeway is allowed in carrying out work assignments.

TYPICAL WORK ACTIVITIES:

The following is indicative of the level and types of activities performed by incumbents in this title. It is not meant to be all-inclusive and does not preclude a supervisor from assigning activities not listed which could reasonably be expected to be performed by an employee in this title.

1. Maintains ongoing communications with department staff and community groups to fulfill the department's mission and goals through the development of promotional activities and the overall management of volunteers;
2. Prepares or supervises the preparation and distribution of reports, press releases and other materials;
3. Engages in various public relations activities such as writing news releases and other media materials to publicize department programs and special events and volunteer opportunities;
4. Produces and edits quarterly senior citizen newsletter and writes weekly senior news column published in several local newspapers;
5. Maintains records and provides reports on volunteer services as required by funding sources and to serve as guides for future planning;
6. Identifies and evaluates agency needs which can best be served by volunteers including recruitment for Advisory Board members;
7. Plans and manages volunteer recognition activities;
8. Assists in the management of the Senior Discount Card Program;
9. Evaluates developments in the Office for the Aging for potential public relations value and develops and maintains working relationships with various media groups in the region;
10. May conduct training programs for staff and volunteer workers;
11. May conduct or attend conferences, workshops and seminars concerned with problems facing the aging or others in the long term care system;
11. Prepares communication materials and correspondence for the Director.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Good knowledge of agency functions and programs which may utilize volunteer services; good knowledge of the basic principles, practices and techniques of public relations; good knowledge of various community organizations, and human service agencies; good knowledge of software packages for word processing and desktop publishing to produce a variety of documents and publications; good knowledge of business English; ability to develop and maintain satisfactory working relationships with a variety of people; ability to develop training programs and to train others; ability to supervise the work of volunteers; ability to communicate effectively, both orally and in writing; organizational ability; initiative; resourcefulness; enthusiasm; tact; courtesy; physical condition commensurate with the demands of the position.

OUTREACH COORDINATOR (Cont'd)

MINIMUM QUALIFICATIONS:

- EITHER: (A) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's degree, which included course work or experience in using word processing and desktop publishing software;
- OR: (B) Graduation from a regionally accredited or New York State registered college or university with an Associate's degree and one year of full-time paid work experience in social work, community services, human services, communications, planning or a closely related field. Work experience must have included a significant amount of time preparing written communications using word processing and desktop publishing software;
- OR: (C) Graduation from high school or possession of a high school equivalency diploma and three years of full-time paid work experience in social work, community services, human services, communications, planning or a closely related field. Work experience must have included a significant amount of time preparing written communications using word processing and desktop publishing software.

NOTE: Candidates qualifying under (A) must submit written statement listing either course(s) in word processing and desktop publishing software or describing experience using such software. Candidates qualifying under (B) or (C) must describe work experience in detail, including the type and extent of written communications produced and the software packages utilized.

SPECIAL REQUIREMENT:

Possession of a valid New York State driver license

HU1306

ADOPTED: 01/16/91

REVISED: 07/01/91

 07/21/93

 09/04/97

 01/01/11 (Volunteer Coordinator)

 09/20/16