



## **Outreach Coordinator Job Description**

**Job Title:** Outreach Coordinator

**Classification:** Full-time, Exempt

**Supervisor:** Executive Director

### **General Summary and Objectives**

The Outreach Coordinator will assist the Executive Director with organizing and overseeing community outreach, marketing/media, fundraising/event planning, public relations, and resource development programs. In addition, the Outreach Coordinator will assist with advanced administrative support and will assist the Client Services Manager with client services/programs to assure that they are of the highest quality possible and consistent with the mission and vision of Crossroads Pregnancy Resource Center (CPRC). In the absence of the Executive Director, the Outreach Coordinator is responsible for overseeing center operations. Job responsibilities are executed in support of the organization's pro-life mission and its Christian core beliefs and operational values.

### **Outreach, Marketing and Public Relations**

Approximately 70% of the employee's time will involve the accurate and timely performance of the following tasks and responsibilities. The percentage of time spent on each will vary.

1. Recruit volunteers for outreach or help in the center:
  - a. Represents the center in the community and assist with recruiting/selection process to obtain the number of qualified volunteers needed and assures that they are thoroughly trained.
  - b. Conducts volunteer training that includes policies, phone and other communication protocols, cultural sensitivity, Our Commitment of Care and Competence and other pertinent information.
  - c. Plans and conducts meetings and events appropriate to inform, support and encourage volunteers.
2. Coordinate with other staff and volunteers to ensure clients are always treated with respect and provided with excellent services (see Our Commitment of Care and Competence).
3. Assist Client Services Manager as needed with client appointments, client parenting program, distribution of supplies, and needs in the Baby Boutique.
4. Seek to increase community awareness and increased cooperation between agencies and various community organizations in meeting the unique needs of our clients. Promotes quality of services, staff, volunteers and client consultants through ministry and community functions. Assist Executive Director with community presentations as needed.



5. Assists the Executive Director in developing and maintaining strong relationships with key contacts within churches, other pro-life and Christian organizations, community groups and pro-life minded corporations/businesses.
6. Create and implement an annual outreach plan to partner with students and staff at local high schools, community colleges, universities, community agencies, and churches.
7. Assists with planning and design of marketing and public relations plan to promote Crossroads Pregnancy Resource Center to the public, to increase awareness of the organization and its mission and to promote an increase in partners, donors, resources. The plan should include publication of articles about the organization and by our personnel in relevant publications and increased media presence (social media, radio, press releases, etc.)
8. Assists with the review, revision and/or design of marketing publications to address and compliment marketing objectives. Designs hardcopy and electronic publications and materials, including the website, and social media.

### **Administrative, Fundraising and Resource Development**

Approximately 30% of the employee's time will involve the accurate and timely performance of the following tasks and responsibilities. The percentage of time spent on each will vary.

1. Coordinates the efficient execution/logistics (organization, research, reporting, recordkeeping, evaluation, etc.) of administration duties including the following:
  - ◆ Compiles reports requiring significant understanding of client/donor database with the ability to change formats of forms and reports in database and spreadsheet.
  - ◆ Coordinates with Executive Director to create donor thank you letters and other appropriate communications.
  - ◆ Maintain office equipment care and evaluation. This includes coordinating maintenance if needed and office supply inventory.
2. Processes labels, merge documents, tables, correspondence, manuals, charts, and other documents. Assist and processes mailings including bulk mailings and mailing orders. (Produces and affixes labels, copy materials, insert materials, prepares for appropriate form of mailing, ensures timely mailing.)
3. Communication: Answers phones, retrieves voice mail messages and email, greets clients and visitors, transfers phone calls and provides information, screens calls and other communication. Initiates calls to vendors, affiliates, donors, and other constituencies to provide general information, build relationships, or resolve problems. Communicates the organization's Christian pro-life mission, vision, core beliefs, and values as appropriate.
4. Assists with organizing special initiatives, programs, events, including communicating (following up) with vendors, affiliates, donors, staff, and/or other constituencies to meet/accomplish established objectives.



5. Works with Executive Director to develop, implement, evaluate, and update fundraising events. This includes event budget development, oversight and coordinating of volunteers.
6. Possesses a good understanding of the organization's financial and resource needs when setting goals and developing strategies and action plans. Devises and implements creative and unique strategies to; develop donor prospects and promote and/or assist with development of relationships to strengthen and expand the ministry's donor base. Offers prayer support to and shares the gospel with donors and friends of the center as requested and appropriate.
7. Nurture current donor relationships and assist in seeking out new donations and grant funding opportunities. Monitor existing grants and assist with new grant proposals.
8. Reports, in a timely manner, weekly, monthly, and annual progress, effectiveness and efficiency of marketing and development programs. Identifies problems in meeting objectives and recommend solutions.

### **Supervision/Direction**

Once proficiency is established, work should be performed independently with supervision available. Performs work under direction as to assignments and general methods of execution, with periodic review of assignments. Expected to make routine decisions requiring analysis and interpretation regarding task completion with limited guidance from supervisor.

### **Qualifications**

1. Bachelor's Degree preferred or equivalent job-related experience. One or more years' experience in public relations, marketing, or development support role preferred.
2. Accurate word processing/data entry skills including accurate typing speed of 50 words per minute required; experience with Microsoft software (Word, Excel, Power Point and Publisher, etc.) strongly preferred. Proficiency with Canva, and online skills (social media, website) required.
3. Analytical ability to participate in development of policy and procedures, formulate goals, resolve complex management situations, and evaluate volunteer needs and quality of client service.
4. Excellent oral and good written communication skills to relate to professional, medical, church and social service agencies/organizations, as well as volunteers, clients and donors.
5. Excellent interpersonal skills to train and supervise staff and volunteers, work with clients and influence the general community.
6. Willingness and ability to serve clients and other Crossroads constituencies (including other staff, donors, vendors, etc.) in a way that honors Jesus Christ and supports and promotes Crossroads life-affirming ministry.
7. Willingness and ability to demonstrate commitment to Crossroads mission statement (includes our vision, statement of faith, core values) in the execution of position responsibilities.



8. Willingness and ability to share the gospel of Jesus Christ by word and example (including prayer) to encourage clients, staff and other Crossroads constituencies and to contribute to an office environment conducive to supporting Crossroads ministry of life.
9. Good interpersonal skills. Ability and desire to work cooperatively and professionally with staff and all constituencies. Treat others with respect, honesty, and integrity, working towards Christian (scripture based) peace and unity.
10. Ability to multitask and handle details accurately and organize multiple projects and set priorities in a timely manner.
11. Self-starter with good judgment and integrity. Ability to make routine decisions based on interpretation and application of established guidelines and information. Willingness to seek assistance when problems or situations are beyond the responsibility and knowledge of the person/position.
12. Proficiency or propensity to learn to operate various office and presentation equipment and software (if included in position responsibilities).
13. A willingness and desire to work as a team to serve affiliates and other constituencies, including other staff.
14. A servant's heart with the ability to understand how all support tasks impact Crossroads ministry of supporting life.
15. Demonstrates strong servant leadership by supporting and promoting harmony and a ministry of restoration/reconciliation modeled after Christ's example; serving clients and volunteers effectively and lovingly and supporting and promoting Crossroads mission statement (includes our vision, statement of faith, core values).
16. Performs special projects or tasks as assigned by Executive Director.
17. Able to complete all initial staff orientation training sessions and participate in ongoing staff training as assigned. Staff training may include monthly onboarding, and an annual weekly conference requiring overnight stay, and occasional after-hour or weekend outreach events may be required.

The above describes the general nature of the job and is not an exhaustive list of all duties, responsibilities, knowledge, skills, abilities, and working conditions.