



Outreach and Communications Coordinator

Classification: Non-Exempt
Hours: Full-time, 40 hours per week

About Community Resources for Children

Since 1978, Community Resources for Children (CRC) has been investing in the early care and education of young children in Napa County. CRC is a non-profit, community-based agency that serves as the community childcare link for families and childcare professionals who live and work primarily in Napa County. Last year, Community Resources for Children enriched the lives of more than 4,300 individuals including children, parents, and educators. www.crcnapa.org

Position Summary

The Outreach and Communications Coordinator, under the guidance of the Associate Director, engages with the community across all communication channels with the goal of increasing enrollment in our programs and overall awareness of CRC in the community. This role requires experience and proficiency utilizing multiple online tools and apps, and attention to detail across multiple disciplines including social media marketing, public relations, project management, content creation, and relationship management. The ideal candidate will have the ability to multitask and pivot when needed to meet deadlines. Successful candidates for this position will have the desire to engage with the community, experience with digital design or a strong desire to learn basic principles, demonstrated analytical skills balanced with creativity and an understanding of Customer Relationship Management and protocols for data collection.

Essential Duties and Responsibilities

Outreach

- Understand and support the mission and goals of Community Resources for Children (CRC)
- Knowledge of all programs offered at CRC and ability to cultivate and nurture linkages to community partners
- Coordinate community organization outreach events, including managing all the logistics and post-event follow-up
- Attend outreach events, with assistance from other CRC team members, throughout Napa County to promote programs and CRC as well as the importance of early care and education
- Maintain outreach collateral; prepare, update, print and distribute to local partners and organizations as needed
- Assist in updating stakeholder and client data using Customer Relationship Management databases
- Demonstrate flexibility in work schedule to ensure organizational needs are met
- Maintain the highest level of friendliness, professionalism, support, and integrity in all aspects of work
- Engage and supervise volunteers as needed
- Perform other duties as assigned

Communications

- Promote awareness of the organization, increase enrollment in programs and build support by assisting in the development of social media and marketing campaigns, story-telling, visual designs and presentations.
- Assist with any necessary website updates
- Assist the Associate Director in ensuring that the organization's key message and image is consistent in all settings
- Responsible for leading production of CRC's monthly online newsletter with guidance from Associate Director

- Assist with drafting and disseminating letters and/or emails to partners and supporters as needed
- Assist with creating and producing event-related collateral, including, but not limited to PowerPoint/Canva presentations, brochures, flyers, invitations (physical and electronic), newsletters and other publications
- Distribute outreach materials throughout the community as needed

Qualifications

Education, Experience and Requirements

- Bachelor's Degree in marketing, communications, business, non-profit management, social work, or other human services-related field.
- Minimum of two years work experience in related field
- Experience at a non-profit or charitable organization preferred
- Commitment to Community Resources for Children's mission and programs
- Attention to detail and ability to process complex information
- High level of computer/technical proficiency, preferably with experience in MS Office (Word, Excel, Outlook, PowerPoint), Canva, WordPress and Vertical Response, or other email messaging system.
- Excellent time management and organizational skills; ability to juggle multiple deadlines and remain organized
- Ability to work independently, accept supervision and feedback, and be a collaborative team member
- Excellent oral and written communication skills, great listener
- Accuracy and thoroughness in handling and inputting data; continuously looks for ways to improve and promote quality; applies feedback to improve performance
- Inclusive mindset and cultural competency. Ability to work and communicate with diverse cultural and socioeconomic groups, and differently-abled individuals
- Ability to work well under pressure and meet deadlines using effective methods to destress and reset
- Fluency in oral and written Spanish strongly preferred

Language and Other Requirements

- Ability to work under pressure and meet deadlines
- Willingness to work occasional evening and weekend events
- Livescan fingerprinting and Department of Justice background clearance
- Reliable transportation, valid California driver's license and insurance, good driving record
- Typical office environment, no unusual exposures
- Equipment Used includes computer keyboard, telephone, copy machine, projector, and shredder
- Essential Physical Tasks: Must be able to sit and type on a computer keyboard, communicate with clients by telephone, drive a car to travel to meetings or appointments, and lift and carry up to 30 pounds.

Expected Compensation

\$24.00 - \$32.00/hour + benefits. Pay offered will be contingent on multiple factors, including job related knowledge, education, skills, and experience. CRC offers a competitive benefits package, including: paid vacation and sick days, paid holidays, 90% of medial premium covered for the employee, FSA, 401k retirement plan with employer match, employer assistant program and work life wellness.

How to Apply

Please submit resume with a thoughtful cover letter describing your interest in the work of Community Resources for Children and how your experience meets the qualifications of the job to info@crncnapa.org. Please also complete the job application that can be downloaded from the CRC website: <https://crncnapa.org/new-join-our-team/>

CRC is an equal opportunity employer.