Community Engagement Coordinator

Position Title	**Community Engagement Coordinator**
Reports To	Chief Executive Officer
Working Schedule	Part Time or Full-time/Non-Exempt
Salary	$53,850 - $65,455 Annually

General Description

The Community Engagement Coordinator plans, coordinates, and supports community outreach and engagement strategies that increase awareness of the District's programs, services, and funding opportunities. Responsibilities include organizing outreach events, supporting health promotion initiatives, developing marketing and communication materials, managing social media platforms, and maintaining website content. Working closely with community partners, local agencies, funded organizations, and vendors, this position builds and strengthens relationships that foster community participation and access to available resources. The Community Engagement Coordinator serves as a key ambassador for the District, promoting meaningful engagement, gathering community feedback, and supporting initiatives that advance health, wellness, and community well-being.

The ideal candidate is highly organized, creative, and community-focused, with the ability to manage multiple projects simultaneously while cultivating strong partnerships and delivering effective outreach and communications efforts.

Major Duties and Responsibilities

The Community Engagement Officer builds trusted relationships between the organization and the communities it serves. You'll plan outreach, share clear and engaging messages, and coordinate projects that invite community members and volunteers to participate. This role combines public relations, marketing, customer service, and community management to strengthen connections and support shared goals.

Scope of Work

Marketing Liaison

- Interface with District marketing vendor to reflect the District's overall vision, strategies, and impact is reflecting in all marketing strategies including social media, billboards, and other marketing strategies.
- Prepare general mass emails related to marketing District business and projects using Constant Contact of other applications.

- Facilitate technical assistance to grantees around the development of marketing tools, points for distribution, creating messaging, etc.

Website Liaison

- Interface with Website Vendor to create a user-friendly website that caters to grantees and the public and remains in compliance with the Americans with Disabilities Act and reflects the most current WCAG regulations

Participate in Outreach Events

- Manage booth registration and calendar
- Host booth at events
- Create booth themes that balance cost effectiveness and priority messaging
- Order and/or create collateral materials
- Assess inventory for shortages/overages
- Maintain the storage area
- Assess streamlined ordering strategies to once annually to promote cost effectiveness around unit pricing and shipping fees
- Design/order banners, tablecloths, brochures, canopy, and other related merchandise.

Develop Outreach Activities

- Build and maintain relationships with the community, stakeholders/partners, and grantees to develop local methods for enhanced outreach via fairs, special events, targeted outreach, and special projects.
- In cooperation with local partners, create local activities around recognized health themes (i.e., National Diabetes Awareness Month, Obesity Prevention Month, Mental Health Awareness Month)
  - Examples:
    - GET ACTIVE! activity at the Parlier & Reedley Trails for Obesity Prevention Month
    - EAT FRESH! events with libraries (Parlier, Reedley, Dunlap) for Obesity Prevention Month

Special Projects

- Work in coordination with local stakeholders to create initiatives for targeted outreach to underserved populations like the Police Department Apartment Complex Project and the Food Box Project.

Other miscellaneous duties as assigned

Knowledge and Abilities

Knowledge of:

- Community outreach and engagement practices.
- Event planning and coordination.
- Marketing, social media, and promotional practices.
- Community resources and partnership development.
- Inventory, purchasing, and cost-effective resource management.
- General office/administrative acumen and function

Ability to:

- Build and maintain effective community partnerships.
- Plan and coordinate outreach events and activities.
- Communicate effectively with diverse audiences.
- Manage multiple projects, priorities, and deadlines.
- Develop creative and engaging outreach activities.
- Coordinate with vendors, agencies, and internal staff.
- Work independently and as part of a team.
- Represent the organization professionally in the community.
- Work a flexible schedule that can include evenings and weekends

Education and Experience

Education: Bachelor's degree in marketing, communications, public relations, public health or other related field is preferred.

Experience: Minimum 3-years office experience related to administrative functions, marketing, outreach, and/or public relations.

Licenses and Other Requirements

This position requires a reliable mode of transportation. Possession of a valid California Class C driver's license and a reliable means of transportation. Incumbents must be insurable by the liability carrier of the Sierra Kings Health Care District.

Core Competencies for All Employees

- Maintains standards of confidentiality and a strong commitment to ethical practice.
- Demonstrates safe work practices and exhibits understanding of emergency response techniques appropriate to position.
- Maintains positive work relationships in a respectful and collaborative manner.
- Maintains good communication with others ensuring others have necessary information.
- Actively works toward organizational improvement and professional growth.

Physical Demands

- Hearing and speaking to exchange information and make presentations.
- Dexterity of hands and fingers to operate a computer keyboard
- Seeing to read a variety of materials.
- Sitting or standing for extended periods of time.
- Lifting or carrying cumbersome materials to set up for meetings, e.g., easels, flip charts, refreshments, brochures, etc.

Work Environment
▪ Some travel, primarily within the District and State to attend various meetings. ▪ Fast paced, diverse and dynamic environment. ▪ Will require working some evenings and weekends. ▪ Work cohesively with Board members, management, colleagues, and funded programs.