



JOB DESCRIPTION

JOB TITLE:	COMMUNITY RELATIONS SPECIALIST	DEPARTMENT:	OUT OF HOME CARE
SUPERVISOR:	SR. DIRECTOR OF OUT OF HOME CARE	PROGRAM:	KIDS CENTRAL, INC.
NAME:	EFFECTIVE DATE:		

JOB SUMMARY:

The Community Relations Specialist is responsible for building and maintaining relationships with key community partners, civic groups, faith-based organizations and media outlets to promote fostering and adopting in the five-county area. The Community Relations Specialist will be also be responsible for the organization and tracking of foster and adoptive parent recruitment activities including marketing, analyzing client needs and demographics to determine recruitment goals, researching target populations and locations to determine where best to initiate recruitment initiatives, and seeking opportunities to conduct presentations and participate in speaking engagements that enhance community awareness and increases recruitment potential. Partner with Community Affairs and leadership to implement and track recruitment activities, including but not limited to presentations, media interviews, social media initiatives, events, web-based, and earned media opportunities.

ESSENTIAL FUNCTIONS:

1. Conducts data and market analysis, interviews key informants, determines needs and reports findings to Director of Out of Home Care and Chief of Operations. Identifies:
 - Potential foster homes that can serve specific age ranges, special needs (behavioral, medical, etc.), large sibling groups and special population groups.
 - Potential foster homes that have one stay at home parent
 - Potential homes in areas where children go to school
2. Works with the Community Affairs department to utilize various media to conduct outreach activities
3. Conducts foster parent orientation in each county and participates in foster and adoptive parent training.
4. Understands the qualities desired in a foster and adoptive parent and the expectations that Kids Central has for these parents. Can accurately articulate needs and expectations.
5. Conducts recruitment activities with community partners, to include foster parents.
6. Develops tracking and reporting documents that demonstrate trends, patterns, and outcomes that are produced on a monthly basis.
7. Maintains Kids Central Foster Care and Adoption Recruitment portion of KCI website
8. Creates, organizes and completes speeches and presentations to community groups, businesses and churches discussing the need for foster and adoptive parents
9. Partners with Public Information Officer to write media advisories and press releases and participates in media interviews as deemed appropriate.
10. Writes news stories, blogs, and success stories for various outlets.
11. Represents Kids Central in public forums consistent with the brand and company's mission, vision and values.



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12. Assists Community Affairs with social media regarding foster and adoption including sharing photos, success stories and posts. Interacts with current and potential foster and adoptive parents appropriately through social media outlets.
13. Builds and maintains relationships with key partners throughout the five counties in the interest of recruiting and supporting foster and adoptive families.
14. Assists Community Affairs with fundraising (cash and in-kind) efforts related to the care of foster and adoptive children.
15. Become proficient in the various areas of Kids Central in the interest of building knowledge to speak on all programs depending on the needs and interests of the audience.

This list of essential functions is not intended to be exhaustive. Kids Central, Inc. reserves the right to revise this job description as needed to comply with actual job requirements. This position description does not constitute a written or implied contract of employment.

QUALIFICATIONS:

- Education/Experience
Bachelor's Degree in Marketing, Communications Advertising, or related and a minimum 4 years experience. Member of Florida Public Relations Association (FPRA) preferred. Accredited in Public Relations by FPRA highly desired. Experience in Child Welfare is preferred as well. Additional years of experience may be substituted for education.
- Other Requirements
Ability to clear a Level II Background Screen
Valid Florida driver's license and insurable by agency's current insurance carrier

KNOWLEDGE, SKILLS & ABILITIES:

- Ability to meet Organizational Required Competency standards
- Excellent facilitation skills
- Demonstrate effective conflict resolution skills
- Ability to communicate Kids Central's policy and procedures to partner agencies
- Skills in strategic planning and short and long-term goal development.
- Formulate ways to identify trends, interpret and monitor data in order to establish best practices as well as implement quality improvement and corrective action.
- Knowledge of computer programs and ability to learn internal systems.
- Can work flexible hours, to include occasional evenings or weekends.
- Excellent follow up and communication skills.
- Demonstrates strong initiative, sense of urgency and ability to work independently.
- Demonstrates the ability to be agents of change in supporting Kids Central's mission, vision and strategic plan.
- Perform other business duties as assigned by management.
- Ability to travel up to 50%



KIDS CENTRAL, INC.

A COMMUNITY APPROACH TO THE WELFARE OF CHILDREN

Building Better Lives

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WORK ENVIRONMENT AND PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

This job operates in a professional office environment and off-site venues. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines. While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms. The employee must frequently lift and/or move objects up to 5 pounds and occasionally lift and/or move objects up to 15 pounds.

EMPLOYEE ACKNOWLEDGEMENT

I, the undersigned, have read and understand the requirements of this position as outlined in this job description and received a copy of same. I am aware that this job description is not to be construed as an exhaustive statement of duties and responsibilities I, also, understand that my continued employment and performance evaluation will be based on my performance of the functions established herein and compliance with established agency policies and performance standards.

Employee Signature	Date
Supervisor Signature	Date

HUMAN RESOURCE CLASSIFICATIONS

Position Code:

Employment Status: Full Time

Pay Grade: 9

EEO Classification: 2.0- Professional

Revised Date: 9-27-19

FLSA Status: Non-Exempt

Pay Range:

W/C Code: