



POSITION DESCRIPTION

JOB TITLE: 211 Virginia Community Engagement Specialist
REPORTS TO: Community Engagement Manager

POSITION OVERVIEW:

The Community Engagement Specialist will plan, develop and implement community relations strategies to increase awareness and utilization of the 211 Virginia system. This position serves the Northern Virginia region of the Commonwealth.

RESPONSIBILITIES AND DUTIES:

- Builds and maintains relationships with members of the community
- Educates community leaders, civic groups, and other agencies on the mission and value of 211 Virginia by seeking out networking and public speaking opportunities
- Develops and disseminates marketing and promotional products to local and state government officials to promote and increase awareness of how 211 Virginia assists people in their communities
- Increases the presence of 211 Virginia on social media and other outlets
- Represents 211 Virginia on human services committees to promote collaborations with agencies and other stakeholders
- Identifies and recruits human services providers into the 211 database, ensuring all Virginia citizens have access to resources regardless of geographic location
- Trains and supports agencies to update and improve program listing information in the database
- Provides in-service training to agency stakeholders in the use of 211 Virginia as a resource for clients
- Coordinates efforts with community engagement manager and statewide director for special projects and initiatives
- Prepares regular reports on outreach activities
- Coordinates efforts with the Database Center to ensure new programs are entered correctly and problems are resolved efficiently
- Acts as liaison to local Emergency Operations Centers (EOCs) and provides support to the 211 Virginia Statewide Director during local, regional and statewide emergencies
- Acts as a Relief Community Resource Specialist during emergencies as needed

REQUIRED SKILLS AND ABILITIES:

- Excellent verbal and written communication skills
- Strong public speaking and presentation skills
- Computer literacy, desktop publishing, and database skills are essential
- Knowledge of health and human services is essential
- Knowledge of emergency preparedness and response is helpful

EDUCATION AND EXPERIENCE:

- BS/BA degree in marketing, communications, public relations, or related field preferred
- High school diploma/GED required

- At least two years of experience in community relations OR experience in a related field preferred

CLASSIFICATION: Full-time, non-exempt