

RIDE CONNECTION POSITION DESCRIPTION Communications Outreach Specialist

Position Title: Communications Outreach Specialist
Position Reports To: Development Director
Full-Time Equivalent: 100%
Positions Supervised: Volunteers
Status: Non-Exempt

Position Summary

The Communications Outreach Specialist supports Ride Connection and its services by identifying outreach opportunities, developing and maintaining effective relationships, communication and coordination. The primary purpose of this role is to generate awareness, interest and excitement around the mission of Ride Connection through a wide-range of community relations, outreach and communication activities including social media, email and print communication, presentations and tabling events. Working closely with the Development Team and in collaboration with other organization staff and partners, the Communication Outreach Specialist works to identify and prioritize promotable elements of the organization to increase fundraising, volunteer recruitment and overall knowledge of Ride Connection in the community.

Core Accountabilities

Agency Values – Consistently demonstrates Ride Connection values in all business interactions and performance. Ride Connection has identified the following as our agency values

- Recognize, nurture and appreciate our customers and staff, paid and volunteer.
- Maintain collaborative relationships with Service Partners.
- Deliver safe, personalized transportation options.
- Assure honest, reliable and accountable business relationships and practices.

Teamwork – Exhibit spirit of cooperation, showing adaptability and flexibility. Support team goals, assist co-workers and show appreciation for others. Communicate effectively and kindly with others.

Respect and Caring – Consistently and respectfully interact with others in a compassionate and professional manner. Maintain confidentiality.

Effective Use of Resources – Use office and position resources effectively. Make efficient use of the time and talents of others.

Initiative – Show independence and ingenuity. Demonstrate creativity in problem solving, contributing new ideas and solutions.

Lead by Example

Major Duties and Responsibilities

- Supports Ride Connection and its service partners by marketing and promoting Ride Connection and its individual programs
- Develops outreach strategies which will benefit Ride Connection and its individual programs by effecting ridership and travel training programs, the number of volunteers recruited, financial support and the recognition of Ride Connection and its programs and services
- Collaborates with Ride Connection staff and partners to ensure that the strategies developed address the needs and goals of individual programs
- Presents Ride Connection and its programs publicly by making formal and informal presentations at community meetings, events or other appropriate venues to diverse audiences
- Presents Ride Connection and its programs privately by meeting with individuals one-on-one and in group settings.
- Builds relationships with targeted groups that lead to customer referrals including case managers, social workers, schools and organizations that serve older adults and people with disabilities
- Plan and create dynamic, engaging social media content to support promotions, campaigns, events, and Ride Connection's mission and values
- Monitoring and review of social media activity and results
- Work with other departments to ensure coordinated social presence, communications, and customer experience
- Develop and manage story telling through customer story collection, written and video appeals
- Assists with editing and writing content for a wide variety of Ride Connection's written and email communications including quarterly newsletter
- Assists with development of publications and marketing materials
- Assists in the preparation and printing of a variety of mailings and printed material including solicitation letters, annual reports and event invites
- Assists with ensuring marketing/outreach materials are up to date and follow Ride Connection publication guidelines
- Assist with website management, as needed
- Assists with Ride Connection events, as needed

- Represents Ride Connection in a professional manner to our service partners, our funders, and the community
- Ability to effectively communicate the mission and purpose of Ride Connection
- Develops, maintains and enhances relationships with Ride Connection staff, partners, customers, and supporters
- Provides superior quality customer service to ensure that each person who requests Ride Connection service is treated with dignity, respect and patience
- Participates in required training programs and attends all staff meetings as required
- Activities of this position actively support inclusive practices that determine the needs and preferences of our target population
- Adheres to current Ride Connection Personnel Policies
- Performs other duties as assigned

Required Qualifications

- BA degree in a related field with a minimum of two years of progressively responsible experience that is directly related to the duties and responsibilities specified or the equivalent combination of education and/or relevant experience
- Excellent writing and editing skills, and the ability to speak/write articulately about Ride Connection's programs, mission, and vision.
- Excellent communication skills, including conducting meetings, making presentations, and producing business correspondence and promotional material.
- Knowledge and digital experience with email marketing and social media
- Demonstrated public speaking and presentation skills
- Ability to draft marketing materials
- Ability and willingness to work evenings and weekends
- Demonstrated computer skills, and proficient with the Microsoft Office environment and related software
- Ability to communicate professionally, effectively and pleasantly on the phone, and to take and relay complete messages
- Strong organizational skills and ability to manage multiple responsibilities within a specified timeline
- Excellent interpersonal, oral and written communication skills with the ability to exercise good judgment, courtesy, and tact in public contact and handling problems
- Ability to work as a team member with a diverse group of people
- Ability to understand and follow written and oral instructions
- Ability to give clear and concise directions, both orally and in writing
- Ability to work independently on assigned tasks and to make decisions with minimal supervision by prioritizing and organizing tasks
- Ability to meet prescribed deadlines
- Ability to adapt to a rapidly changing environment
- Effective problem-solving skills

- Effective listening skills
- Must have access to reliable transportation for employment purposes which may include evenings and weekends. If using personal vehicle, must maintain proof of auto insurance and comply with State regulations
- Maintain a driving record that meets or exceeds Ride Connection's driver standards
- Ability to pass a National Criminal Record Check which includes fingerprint identification

Preferred Qualifications

- Working knowledge of InDesign, Photoshop, & Illustrator
- Ability to speak other languages, in addition to English
- Experience working with older adults and people with disabilities
- Experience and passion working for a Non-Profit organization

Physical Requirements

- Repetitive motion
- Prolonged sitting and standing
- Office environment
- Occasional outdoor activities
- Extensive visual/hearing involvement
- Extensive telephone verbal communication
- Occasional lifting of items from below the knees or above the shoulders
- Occasional lifting up to 40 pounds

Note: This job description is intended as a guideline, only, and does not limit in any way the duties or responsibilities of any employee. Nothing herein shall be construed as a contract of employment, expressed or implied. All employment may be terminated at will, with or without cause.

Ride Connection is an Equal Opportunity Employer.