

JOB DESCRIPTION

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Position: Part Time Outreach Specialist

Employment Classification: Non-Exempt

Reports To: PA CareerLink ® Administrator and/or PA CareerLink ® Operator

Supervises: None

Summary/Purpose: The Private Industry Council of Westmoreland/Fayette, Inc., has provided workforce, education, and early childhood educational services to the communities we have served for over 40 years. The Outreach Coordinator will create and implement an outreach plan for the PA CareerLink® (PACL) centers located in Westmoreland and Fayette counties increasing awareness of services. This role requires computer literacy, proficiency with Microsoft office, demonstrated ability to create and maintain social media marketing campaigns, time management and prioritization skills. The ideal candidate will be a creative self-starter with the ability to work collaboratively with a variety of individuals and professionals.

Qualifications & Requirements:

Education: Minimum of an associate's degree in Communications, Marketing, Business or related field with a commitment to obtain a National Family Development credential within 18 months of hire.

Experience: Minimum of one year experience with community outreach, marketing and/or sales.

Mental Concentration: Considerable concentration intermittently

Interruptions: Occur frequently

Physical Demands: Light physical effort in predominantly sitting position. Potential eye strain.

Special Demands/Requirements: Travel within two counties, possible non-traditional hours required. Valid driver's license, verification of car insurance coverage, as well as reliable transportation (validated yearly minimum). Current Act 33, Act 34, FBI/DPW, and NSOR clearance documentation at hire.

Confidential Information Used: Various forms of personally identifiable information (PII), including but not limited to, participant geographical and identification data, health/mental health, and developmental status, individual or family economic detail, environmental information, and personnel data.

Essential Job Duties: to be performed with or without reasonable accommodation

Duties may include any or all of the following: This list is intended to be representative.

01. Identify, plan and develop activities which increase public awareness, promoting the PACL to employers, job seekers and the general public, resulting in an increased connection with communities.
02. Manage and maintain the online presence of the PACL in designated counties, including google pages, digital and social media campaigns for PACL focusing on engaging employers, job seekers and public audiences.
03. Identify and recommend to leadership new opportunities for expansion of the organization's social media channels to reach target audiences.
04. Collaborate with employer partners to compose and publish outreach vehicles which promote the value and success of on the job training (ITA,OJT), assisting in maintenance of strong employer and worker relationships.
05. Assist in the planning and coordination of PACL in-person events at center sites and local external locations.(Mobile PA CareerLink®, job fairs, awareness events, etc.)

06. Develop and distribute externally, a newsletter which features PACL services, upcoming events, success stories, etc., quarterly.
07. Assist Site Administrators with creation of informational and promotional materials and surveys. Aid in identification of potential locations for public displays (billboards, posters, flyers, newspaper inserts, newsletters, brochures).
08. Collaborate and communicate with the Westmoreland-Fayette Workforce Investment Board's Marketing Manager, maintaining required standards for branding and consistency on all outreach materials and digital campaigns.
09. Participate in the development and maintenance of cooperative relationships in the community/participate in PA CareerLink® outreach activities as requested.
10. Attend all professional development trainings, meetings, and events as necessary.
11. Perform other duties and assist with special projects as assigned.

Corporate Expectations:

Every employee of the Private Industry Council of Westmoreland/Fayette, Inc. is an ambassador who influences the public's impression of our organization. As such, every employee is expected to demonstrate the following attributes: Commitment, Enthusiasm, Flexibility, Positive Attitude, Proactive Approach, and Teamwork. These qualities are important to both individual and corporate success

HOURLY WAGE:

\$25.00 – Associate's Degree

\$30.00 – Bachelor's Degree

HOURS PER WEEK:

Up to 29 hours weekly

Possible non-traditional