



Mamatoto Village, Inc POSITION DESCRIPTION

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| Position Title: | Community Engagement Specialist |
| Reports To: | Executive Director |
| Customary Work Hours: | Full-Time Exempt |
| Customary Work Days: | Monday through Friday, some Saturdays required |
| Salary: | \$50,000 |
| Benefits: | paid leave, paid holidays |

POSITION OVERVIEW: The Community Engagement Specialist is responsible for enhancing public awareness of Mamatoto Village, Inc. and our programs; build and strengthen relationships with the community, business leaders, public schools, elected official, donors, and other stakeholders; and position the organization as the D.C. Metro Area's leader in the field of perinatal support services. This position involves supervision of volunteers; and works closely with the Executive Director and Development Manager.

ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty and responsibility satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. Other duties may need to be assigned to meet organizational needs.

Community Engagement (60%)

- Promote Mamatoto Village, Inc to local, state and national media outlets through featured stories, press releases, blog posts, and other strategies
- Engage the community and stakeholders through social media, including Facebook, Twitter, Instagram and Linked-In
- Identify partnerships and collaborations that will lead to increased community engagement and brand enhancement, as well as increased understanding and investment in the organization's strategic priorities
- Lead efforts among Mamatoto Village and partners in developing a broad based collaborative to mobilize around critical ward and District wide issues, including advocating for policy change around social determinants and practice that impact maternal, child, and family health through building relationships with community members and stakeholders.
- Train and manage volunteers

Fundraising, Event, & Donor Engagement (15%)

- Assist in the development of an annual fundraising plan with measurable goals for securing of restricted/unrestricted funds.
- Identify, cultivate, and sustain individual, major and corporate donors through mailings, face-to-face visits, and other relationship-building methods
- Organize fundraiser(s), appeals and other special events, as assigned by Development Manager or Executive Director
- Assist in the development of fundraising content for use in digital marketing and communications
- Plan and manage events simultaneously from start to finish according to all requirements including budget, target audience and objectives. Oversee facilities, logistics and manage all event details such as decor, catering, staff preparation, transportation, location, and overall volunteer experience

Social Media & Marketing (25%)

- Maintain YouTube, Facebook, Twitter, and other social media accounts
- Promote the Mamatoto Village brand, while defining and executing social media strategies
- Design and prepare email and newsletter promotion and educational materials
- Develop video content, PSAs, Infographics, posters and related initiatives
- Develop, write, and edit organizational outreach materials, including e-newsletters, print publications and annual reports

Other Duties

- Maintain yearly program budget. Prepared quarterly and yearly budgets for grant and organizational reports as needed.

Additional duties may be assigned within the scope of this position

QUALIFICATIONS

- Strong familiarity with human rights, reproductive justice, and/or maternal and infant health content
- A Bachelor's degree in relevant field
- At least two-three years experience in advocacy, community organizing, and outreach
- Proven ability to cultivate new resources for a growing organization
- High level of skill with MS Office software to include Word, Powerpoint, and Excel and iOS, and donor data

- Must be able to work with sensitive and protected information in a confidential manner
- Outstanding verbal and written communication; Skills in writing notes and reports
- Self-motivated, able to balance multiple and competing priorities or deadlines, excellent organizational skills, attention to detail, and ability to track multiple tasks as delegated to program staff
- Ability to work collaboratively as a member of a team
- Strong focus on being strategic, problem-solving, and solution-focused
- Ability to organize and maintain complete, accurate records and file reports promptly
- Willingness to engage in continuous learning and training

REQUIREMENTS FOR EMPLOYMENT

- Must have results of a current T.B. test and annual T.B. testing.
- Must pass a background check.
- Must pass DC and MD Child Abuse Clearance