



FIRST THINGS FIRST

Position Title: Parent Awareness and Community Outreach Liaison

First Things First Description:

First Things First was established to help provide greater opportunities for all children five and under in Arizona to grow up ready to succeed. In November 2006, Arizona voters passed Proposition 203, a citizen's initiative that funds quality early childhood development and health through tobacco revenue.

With its passage, the Proposition created a new state level board known as the Arizona Early Childhood Development & Health Board. The state Board and 31 Regional Partnership Councils are partners in laying the foundation for a lifetime of wellbeing and success for the over 600,000 children five and under in Arizona.

The staff of First Things First provides research and expertise to support the work of the Board and Regional Councils, as well as those programs and services widely identified to provide those opportunities to all of Arizona's youngest children. As a team, First Things First carries out its mission and goals using shared core values that reflect children as our first priority and by being thoughtful stewards of First Things First funds and resources.

General statement of responsibilities:

With the FTF leadership, staff and Regional Council members, the Awareness and Outreach Liaisons will be responsible executing targeted educational outreach strategies regarding First Things First in specified geographic regions including: meetings, presentations, public speaking, events, media outreach, legislative outreach, e-activity, and other outreach strategies as determined.

Essential job responsibilities and results:

- In partnership with central office and regional council staff, help meet the goal of engaging 25,000 Arizona citizens and organizations to actively champion early childhood development and health by December 31, 2011.
- In coordination with FTF Regional Partnership Council members, assume responsibility for outreach in a distinct geographical region and with a pre-determined set of outreach targets.
- Write outreach plan for assigned geographic region and priority audiences; regularly update outreach plan in coordination with regional council and staff.
- Act as an expert resource and spokesperson for First Things First.
- Provide outreach and education to diverse audiences through presentations, trainings, one-on-one meetings, events, e-activity, and other outreach strategies.

- Provide regular follow-up with outreach audiences to ensure education activities are completed, including media outreach.
- Track and record outreach activities with database and other tracking tools.
- Regularly contribute to writing correspondence to FTF champions, including blogs, newsletters, Twitter, and Facebook posts.
- Other duties as needed to complete FTF outreach goals.

Qualifications:

- Some college preferred, with background in community outreach, sociology, communications, or related field a plus.
- Strong organizational skills necessary with special attention to detail and follow through.
- Excellent communication (oral, written, presentation, and interpersonal) skills required.
- Experience with educational outreach is a distinct advantage.
- Ability to coordinate multiple projects and events simultaneously.
- Must be able to work flexible hours, including some evenings and weekends.
- Some travel required.
- Ability to work professionally in a fast-paced environment.
- Ability to build and maintain positive relationships.
- Must be self-directed and self-motivated, with ability to work collaboratively and independently.
- Strong computer skills, including database and Internet proficiency.
- Must possess valid Arizona driver's license and show evidence of valid automobile insurance coverage.

Application Procedure: TBD