



FIRST THINGS FIRST

The right system for bright futures

Date of Submission: July 23, 2010
Submitting Agency: First Things First, White Mountain Apache Tribe Regional Partnership Council
Contact Person: Rochelle Lacapa, MPH, Regional Coordinator
Contact Number: (928) 532-5041

Job Vacancy- Parent Awareness and Community Outreach Consultant

Position Title:

Parent Awareness and Community Outreach Consultant – First Things First White Mountain Apache Tribe Regional Partnership Council.

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 (including paid consultants) provides research and expertise to support the work of the Board and Regional Councils, and the wide variety of implementation strategies in local communities. 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 First Things First leadership, staff and Regional Council members, the Parent Awareness and Community Outreach Consultants will be responsible for facilitating and, in some cases, executing targeted educational outreach strategies regarding First Things First and the importance of early childhood on the tribal lands of the White Mountain Apache Tribe. Outreach activities will include: meetings, presentations, public speaking, events, media outreach, e-activity, and other outreach strategies as determined. These strategies are targeted toward parents, caregivers, civic-minded individuals, business and community leaders.

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, 2010.
- In coordination with central office staff, Regional Coordinators and First Things First Regional Partnership Council members assume responsibility for facilitating 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 on First Things First and prepare Regional Council members and the Regional Coordinator to act as spokespeople for First Things First.
- Facilitate, and 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 First Things First champions, including blogs, newsletters, Twitter, and Facebook posts.
- Other duties as needed to complete First Things First outreach goals.

Qualifications of all consultant staff working on behalf of First Things First:

- Bachelor's degree preferred, but not required. Background in community outreach, sociology, communications, or related field a plus.
- Bilingual in Apache.
- Experience working with the White Mountain Apache Tribe.
- 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.
- Must provide list of other clients for review.

Application Process:

Please email a cover letter, resume to Rochelle Lacapa, Regional Coordinator at rlacapa@azftf.gov.

If you would like more information about First Things First early childhood development and health or would like to be added to our email list, please feel free to contact Rochelle Lacapa, Regional Coordinator at (928) 532-5041 or via email at rlacapa@azftf.gov.