



FIRST THINGS FIRST

Community Outreach Director

First Things First (Arizona Early Childhood Development and Health Board) is one of the critical state partners in creating a child and family-centered, comprehensive, collaborative and high-quality early childhood system that supports the development, health and early education of all Arizona's children. Created by voter initiative in 2006, First Things First is governed by a state Board with 28 regional partnership councils. First Things First is a decentralized organization that engages diverse constituencies to accomplish its mission. Organizational values include a focus on accountability, transparency, coordination, collaboration and on the outcomes that will ensure young children start kindergarten healthy and ready to succeed in school and in life.

Job Summary:

The Community Outreach Director works to achieve the priority goals of First Things First community outreach, awareness and engagement efforts. Primary areas of responsibility include coordinating and overseeing the work of 8-10 Parent Awareness and Community Outreach Coordinators stationed in regional offices across Arizona. The Community Outreach Director recommends, develops and implements community outreach and awareness goals, strategies and benchmarks.

Distinguishing Characteristics:

The ideal candidate will enthusiastically support the vision and mission of First Things First and possess the personal qualities of integrity and credibility. She/he will have the proven ability to work within teams to accomplish multiple tasks and keep multiple projects organized and progressing. She/he will have a proven track record of leadership and exemplary oral and written communications skills.

Typical Duties and Responsibilities:

- Co-lead the planning and implementation of coordinated Community Outreach efforts which are aligned with the statewide First Things First Strategic Communications Plan.
- Manage, train, and coach Parent Awareness and Community Outreach Coordinators stationed in FTF regional offices across the state. Coordinators are responsible for community outreach and awareness in a distinct geographical region and with articulated outreach goals.
- Provide strategic leadership on general best practices in community outreach and engagement; including the value of consistent messaging and the return-on-investment of differing marketing techniques.
- Manage specific components of community engagement model, such as supporter recognition program or supporter management database.
- Work cross-divisionally to ensure outreach strategies are reflective of the needs and assets of local communities.

- Provide effective team leadership and make recommendations to and keep the Community Engagement Officer informed of programmatic operations, issues and needs of the Community Outreach team.
- Provide technical support to local Regional Councils and assigned Community Outreach Coordinators and respective Regional Directors to assist in creation and implementation of annual Regional Implementation Plan and Community Awareness budget.
- Identify areas for self-improvement in order to perform assigned projects and carry out responsibilities to meet desired outcomes; actively pursue appropriate means and methods to increase effectiveness in those areas.

Qualifications:

- Proven track record in reaching goals in community outreach, communications or related field.
- Demonstrated success in effectively leading and developing staff; capacity to enforce accountability, develop and empower top-notch leaders and tap into the collective strength of team members to set them up for success.
- Exhibit highly-developed interpersonal relations and communications skills, able to effectively articulate and rally support for program goals.
- Knowledge and prior experience in public presentations and training.
- Strong team leadership, organizational, management and supervisory skills.
- Excellent written and verbal communication skills.
- Agility and capability to work within a fast-moving environment; demonstrated resourcefulness in setting priorities.
- Technical skills that ensure effective use of computer hardware and software and other communication devices.
- Bachelor's degree preferred with a background in marketing, communications, public relations or related field.

Review of resumes will begin on September 26, 2016 and continue until the position is filled. For consideration, please submit your cover letter, comprehensive resume and three professional references to:

www.azstatejobs.gov

In the AZ State Personnel System, the position is classified as a Grade 23 with a salary range of \$60,000 to \$70,000. The position is not covered under the State of Arizona Merit system rules. The State of Arizona offers an outstanding comprehensive benefits package.

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