



Community Action Agency

CINCINNATI | HAMILTON COUNTY

Phone: (513) 569-1840 * **Fax:** (513) 569-4354 * **Website:** www.cincy-caa.org

JOB DESCRIPTION

Position Title:	Community Relations Director	FLSA Status:	Exempt
Division:	Community Relations	Pay Grade:	14
Work Hours:	8:00 a.m. – 5:00 p.m., 80 hrs. bi-weekly, requires evenings and weekends	Revision Date:	October 2017

Work Location:

Cincinnati-Hamilton County Community Action Agency * 1740 Langdon Farm Road * Cincinnati, Ohio 45237

POSITION SUMMARY

Promotes all C-HCCAA initiatives, programs and services through community awareness and assorted media. Develops and oversees media production of all promotional tools. Ensures that all community awareness activities are performed in accordance with all applicable local, state, and federal laws and regulations, Head Start Performance Standards, and CAA policies.

ESSENTIAL JOB FUNCTIONS:

Under General Supervision:

1. Works with the CEO, Foundation Director and the Program Directors to plan, implement and coordinate awareness events in the community.
2. Establishes and maintains working relationships with the media, to develop and coordinate public relations programs for Annual Luncheon and Community Action Month.
3. Manages external agency relations/efforts in support of Community Relation's initiatives.
4. Advertises and publicizes Agency initiatives/programs and services through dissemination of print Media, Radio, TV, Billboards, and other media.
5. Promotes C-HCCAA in the Community, to build credibility and awareness of vision.
6. Creates and maintains brand identity for the agency, to be used on agency stationary, greetings, and badges.
7. Assists Delegate Agencies and C-HCCAA staffs by developing effective communication print media to enhance their respective missions.
8. Ensures that the Community Relations function operates with a high degree of service and confidentiality.
9. Directs creative design and maintenance of the agency's intranet and website.
10. Promotes internal communication system(s).
11. Promotes CAA success(es) in the media and with the public.
12. Prepare protocols for damage control.
13. Reviews all publicity/advertising materials that leave the agency.
14. Prepares and promotes press releases as needed.
15. Promotes public opportunities for the agency.

The above statements are intended to describe the general nature and level of the work being performed by staff assigned to this job classification. This is not an exhaustive list of all duties and responsibilities. Additionally, C-HCCAA management reserves the right to amend and change responsibilities to meet business and organizational needs as necessary.



QUALIFICATIONS AND REQUIREMENTS

The incumbent must:

1. Hold a minimum of a Bachelors Degree in Marketing, Journalism, or a related field; Masters Degree preferred.
2. Understand community relations and marketing theories and be able to implement its principle of shared authority and decision-making.
3. Have a minimum of five (5) years of experience in media promotions, community relations, and/or program marketing experience in a non-profit environment.
4. Possess exceptional interpersonal and communication skills.
5. Advanced Microsoft Office skills.
6. Have experience working with diverse populations, including low to moderate-income families.
7. Be able to multi-task and prioritize duties.
8. Advanced oral and written communication skills.
9. Attendance at the assigned work site s required.
10. Dependable transportation must be maintained while employed with CAA.
11. A valid driver's license must be maintained throughout employment with CAA.
12. Valid automobile insurance must be maintained throughout employment with CAA.

WORK ENVIRONMENT AND PHYSICAL DEMANDS

The work environment and physical demands described here are representative of those required by an employee to perform the essential functions of this job with or without reasonable accommodations.

WORK ENVIRONMENT:

PHYSICAL DEMANDS:

- a. Use hands to manipulate, handle, feel, and control items or equipment;
- b. Talk and hear;
- c. See and be able to read, write, and interpret written documents;
- d. Occasionally lift and move objects weighing up to 15 pounds.

ORGANIZATIONAL STRUCTURE:

Reports to: President/CEO

Manages: Manages the work of all assigned Community Relations employees, including selection, hiring, development, discipline, evaluation, and termination of staff.

Cincinnati-Hamilton County Community Action Agency is an Equal Opportunity Employer. The Functions, Qualifications, Requirements and Physical Demands listed in this job description represent the essential functions of the job, which the incumbent must be able to perform either with or without reasonable accommodation. The listed Job Functions do not necessarily include all activities that the incumbent may perform.

Your employment with the Cincinnati-Hamilton County Community Action Agency is entered into voluntarily or “at-will,” meaning that both you and the employer may end the employment relationship with or without reason, cause or notice unless otherwise prohibited by law. You are free to terminate your employment at any time, with or without cause. Similarly, C-HCCAA has the right to terminate the employee’s employment, or otherwise alter an employee’s position, duties, title or compensation at any time, with or without cause or notice. Therefore, the only employment relationship that exists is one terminable **at will** by either the employee or C-HCCAA.