



## Chicano Federation of San Diego County, Inc.

### **JOB DESCRIPTION**

**JOB TITLE:** Community Engagement Coordinator

**SALARY:** \$18/hr to \$22/hr depending on experience

**GENERAL FUNCTION:**

Under the direction of an assigned manager, coordinate comprehensive outreach activities and recruitment to ensure a prominent presence in the community.

**ESSENTIAL FUNCTIONS:**

- Serve as a liaison to the community on behalf of Chicano Federation's programs.
- Develop outreach and recruitment strategies to increase number of community members and child care providers that participate in Chicano Federation's programs.
- Meet recruitment goals in a timely manner as outlined by workplan.
- Implement Chicano Federation's census outreach work within grant funding guidelines.
- Provide strategy recommendations for effective census outreach efforts to ensure hard to count populations participate in the census.
- Lead Chicano Federation's voter registration efforts while meeting grant standards and metrics.
- Manage the organization's voter file and data.
- Develop lists for targeted outreach using the voter file.
- Support Chicano Federation in implementing voter identification, voter engagement, and mobilization programs.
- Develop a strategy for regularly engaging with community organizations and stakeholders throughout San Diego County.
- Represent Chicano Federation in coalition meetings and work collaboratively on joint efforts with community organizations and coalition partners.
- Work with Chicano Federation's Chief Strategy Officer to create and disseminate high quality materials (e.g. reports, correspondence, presentations, outreach materials, etc.) for community partners, stakeholders, and potential collaborators.
- Ensure effective follow up with contacts made at events.
- Assist in the creation of email templates to be sent to event attendees whose email addresses were collected.
- Create communications that reinforce key outreach messaging and encourages event attendees to take action.



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- Increase website traffic and create extended outreach opportunities as a result of the proper event follow up communications.
- Track event outreach metrics (i.e. event attendance, volume of collateral distributed, number of quality conversations had) for internal/external reporting purposes.
- Recruiting, training, supporting and mobilizing community members in targeted geographic areas on local, state, and federal issues the Chicano Federation has prioritized.
- Lead digital outreach and advocacy efforts through social media.
- Develop & mobilize a strong volunteer base and cultivate volunteer community leaders through direct community outreach, grassroots field work, voter contact and leadership development programs.

### **EDUCATION:**

A bachelor's degree or equivalent work experience required.

Must be knowledgeable of community organizing and engagement principles and strategies. Knowledge of campaign fundamentals required.

### **EXPERIENCE:**

Two to three years of experience in community outreach, organizing and volunteer management. A minimum of two years of campaign or similar work. Requires knowledge of computer applications, voter file management systems and volunteer/supporter management software. Experience in public speaking and presenting to groups required.

### **OPERATING RESPONSIBILITY:**

Must interact with agency employees at all levels in a personal and professional manner. Requires excellent communication skills to represent the agency in a professional manner. Confidentiality is of major importance for this position in dealing with the agency's strategy for growth, outreach and advocacy. Good judgment required as well as organizational skills to handle multiple tasks in a manner to meet required deadlines. Must present a positive attitude and work independently. Values team work, flexibility and adaptability; embrace change.

### **CONTACTS:**

Has contact with all levels of agency employees as well as external contact with community members and partner organizations.

### **WORKING CONDITIONS:**

Works in an office environment and in the field. Must be able to be bonded. Travel required. Must have a vehicle, current driver's license and proof of insurance.