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**JOB DESCRIPTION**

POSITION TITLE: Outreach Recruitment Specialist

FLSA Designation: Non-Exempt

EEO Category: Professional

SOC: 21-1021

Last Reviewed/Updated: 05/07/21

**Job Summary:** This is a highly independent position with primary responsibility for the recruitment of new foster and adoptive families in North Central Florida. This position will have the responsibility of developing and implementing a Recruitment/Marketing plan to engage the community and increase the number of foster/adoptive homes in PSF’s coverage area. The Outreach Recruitment Specialist (ORS) will oversee a strategic and comprehensive approach to recruitment that includes implementing innovative practices and measuring the results. Responsibilities will include networking, delivering compelling, persuasive presentations to the public, developing strategic marketing material and tracking data to drive the development of our recruitment practices. This position reports directly to the Director of Communications and Engagement.

*The position may involve acquiring, accessing, using and safeguarding Protected Health Information according to applicable law and agency Policies and Procedures for Protected Health Information.*

**Mission:** To enhance the community’s ability to protect and nurture children by building, maintaining and constantly improving a network of family support services.

**Vision:** To be a recognized leader in protecting children and strengthening families through innovative evidenced-based practices and highly effective, engaged employees and community partners.

**Core Principle**: To recognize that more can be done with communities and families as partners.

**Competency**: Identifies and understands what resources are available, and builds and maintains effective working relationships with a network of systems.

**Core Functions:**

* Manage foster and adoptive family recruitment in Circuits Three and Eight.
* Communicate with potential foster and adoptive families in a positive and professional manner on a daily basis.
* Explore and develop partnerships with faith-based entities, schools, and stakeholders within PSF’s 13 county coverage area who are willing to serve as recruitment bases and support families who have completed the foster and adoption process.
* Develop and deliver compelling, persuasive presentations related to the foster and adoption process as opportunities are identified throughout the community.
* Working with the Community Relations and Recruitment, Licensing and Adoptions departments, coordinate recruitment events and initiatives.
* In the absence of the (internal) Recruitment Specialist, serve as the primary point of contact for potential foster adoptive families and work with each potential family as they begin the process of fostering or adopting.
* Maintain and engage database of PSF’s partners to support PSF’s current foster and adoptive families and act as community advocates for the children in our care.

**Core Principle**: To commit to accountability using outcomes to measure performance and improve practice.

**Competency**: Commitment to ensuring accountability and a results-based orientation.

**Core Functions:**

* Develop a recruitment/marketing plan for the recruitment of foster and adoptive families in Circuits Three and Eight.
* Coordinate and track implementation of the recruitment/marketing plan.
* Assist in the creation and analysis of social media marketing as a means of recruiting foster and adoptive families.
* As available, ensure photographs of children available for adoption are updated and of the highest quality possible.

**Core Principle**: To respect the diversity of all children and families in the community.

**Competency**: Ability to lead and model diversity. Respect for each person’s dignity, individuality, and right to self-determination.

**Core Functions:**

1. Display understanding of, and sensitivity to, service population’s culture and socioeconomic characteristics.
2. Support and promote Partnership for Strong Families’ mission, vision, and values; and uphold the professionalism of the organization at all times.

This list of essential functions is not intended to be exhaustive. The Partnership for Strong Families reserves the right to revise this job description as needed to meet actual job requirements.

**Minimum Qualifications:**

REQUIRED:

1. Bachelor’s Degree from an accredited college or university, with a major in Community Development, Human Services, Public Administration, Social Work, Public Relations, Marketing, Communications, or related field.
2. One year of related marketing, public relations, or recruitment experience.
3. A valid Florida’s driver’s license, an acceptable driving record and accessibility to reliable transportation.

PREFERRED:

* Two years of related marketing, public relations, or recruitment experience within the social service sector.
* Experience working in the non-profit sector, coordinating special events and utilizing social media for marketing purposes.
* Experience in public speaking.

**Skills:**

1. Ability to work independently
2. Excellent organizational and project management skills
3. Excellent written and oral communication skills
4. Excellent interpersonal and communication skills with diverse populations
5. Ability to motivate and generate enthusiasm in others
6. Ability to work a flexible schedule to meet programmatic needs
7. Ability to travel within Circuits Three and Eight
8. Knowledge of local communities

**Physical Requirements**

Sitting 40%

Standing 25%

Mobility (moving between internal offices) 25%

Kneeling/Bending/Stooping 05%

Reaching, overhead 05%

Speaking  Yes  No

Hearing  Yes  No

Reading Comprehension  Yes  No

Ability to Lift and carry up to 30 pounds.

**Travel**

Same Day Infrequent Occasional  Frequent

Overnight Infrequent Occasional  Frequent

Weekend and Nights Infrequent Occasional  Frequent

Infrequent (2 to 3 times year)

Occasional (2 to 3 times Month)

Frequent (2 to 3 times Week)

PFSF is an Equal Opportunity/Affirmative Action/ Drug Free Workplace and does not tolerate discrimination or violence in the workplace. Applicants requiring a reasonable accommodation as defined by the Americans with Disabilities Act, must notify the Human Resource Department at 1-352-244-1527. Notification to the Human Resource office must be made in advance to allow sufficient time to provide the accommodation.

**Drug Free Workplace:**

PSF maintains and enforces a Drug-Free Workplace program. New employees are required to be drug tested prior to employment. In appropriate circumstances, current employees may also be required to submit to drug and/or alcohol testing. Information on the Drug-Free Workplace Policy is contained in the Employee Handbook and set forth in the Drug-Free Workplace Policy, both of which are available through the organization’s inter/intranet.

**Signature Block:**

By signing below, I agree and understand that I must satisfactorily perform each responsibility set forth to continue my employment with PSF.

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**Employee Name (Print) Supervisor’s Name (Print)**

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**Employee Signature Supervisor’s Signature**

**\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date Date**