

**Sacramento Veterans Resource Center  
Job Description**

**Job Title: Outreach Specialist**

**Job Summary:**

The Outreach Specialist (OS) is a non-exempt position at the Sacramento Veterans Resource Center. The position is directly responsible for conducting the Public Affairs and Information Unit in accordance with the mission, objectives, directives, and policies of the Agency. The OS conducts overall marketing, strategic planning programs, communications and client development through marketing client services programs. Fosters and maintains collaborative partnerships, conducts public presentations, outreach initiatives, creates and disseminates information regarding the Agency to Federal, State, local municipalities, other non-profit organizations and Institutions of Higher Education, Corporations and clients. This position is high visibility and may require travel and weekend hours. The OS is expected to create and maintain a positive public image for the agency. The OS must possess five years of web design experience, and is responsible for maintaining website changes and working with management to provide support with new website efforts, page development, design and providing new layout for launching innovative websites. The OS creates online marketing needs such as flash modules, interactive applications, etc. The position reports to the Site Director.

**Job Duties:**

1. Design, implement, and facilitate annual marketing plan for the Center. Support and facilitate development and implementation of the Centers marketing plan.
2. Design and disseminate marketing materials including but not limited to newsletters, brochures and press releases.
3. Foster and maintain formalized collaborative partnerships with Federal, State, Local municipalities, intuitions of higher education, other non-profit organizations, employers, educators, and media.
4. Conduct public presentations and media relations.
5. Design and facilitate training and Center events.
6. Create and maintain positive public image of the agency, mission and goals.
7. Design, implement and maintain SVRC website.
8. Develop and administer marketing database which includes client and prospect information, mailing list applications
9. Oversee SVRC electronic marketing efforts including supervision of Web site design and maintenance.
10. Create and execute participation in targeted community events and activities geared towards general outreach and brand awareness.

**Required Job Skills:**

1. Intermediate to advanced computer skills. Significant experience using MS Office Suite, Publisher, and internet.
2. Excellent written and verbal communication skills.
3. Public speaking is an integral part of this position.
4. Knowledge of the strategic planning process and ability to implement goals and objectives.
5. Knowledge of veteran socio-economic and political trends.
6. Excellent organizational and time management skills.

**Qualifications:**

Advanced knowledge of employment and training programs, web site design and maintenance and marketing and outreach experience. Public and media relations experience. Knowledge of community resources for veterans' services. College degree required, Bachelor's degree preferred. Concentration in Marketing, Business, or Communications preferred. Knowledge of veteran issues desired. Veteran status a plus. Must have reliable transportation and be willing to use personal vehicle for travel. Position may entail some weekend work hours. Strong leadership and consensus building skills; marketing management and strategic planning experience; a proven track record in developing and administering marketing programs

**Offering:**

Full time, non-exempt position. Comprehensive benefits. Annual salary range \$31,000.00 to \$38,400.00.