



California
Human Development

California Human Development Job Description

EMPLOYEE NAME:

JOB TITLE: Outreach, Education, and Engagement Manager

DEPARTMENT/DIVISION: Community Services

REPORTS TO: Community Services Division Director

FLSA STATUS: Exempt

LOCATION: Yolo County (Davis or Woodland) or Sonoma County (Santa Rosa)

REVISED DATE: 05/07/2024

Summary Description: The Outreach, Education, and Engagement Manager will oversee and direct the effective implementation and operation of the Trusted Messenger Grant (TMN) and special Community Service projects across the California Human Development (CHD) service area. This will include but is not limited to the management of events, recruitment of participants, volunteer engagement, data collection, creating, managing, and monitoring program budget, identifying programs and opportunities, collaborating with all CHD divisions, and completing required reports and other related paperwork. This position requires schedule flexibility and travel to attend events on weekends and evenings.

DUTIES AND RESPONSIBILITIES:

Under the supervision of the Community Services Division Director, the Outreach, Education and Engagement Manager will perform the following duties:

- Leads in the development and implementation of strategic plan for the Office of Community Partnerships and Strategic Communications (OCPSC) Trusted Messenger Grant (TMN), which encompasses community engagement, COVID-19 public awareness efforts, water conservation and extreme heat outreach efforts, and mental health education.
- Engages in the community by attending community meetings, resource fairs, community events, and coordinating efforts between other California Human Development (CHD) divisions and community partners to ensure that clients receive all available remedies.
- Seeks continuous improvement by reviewing results and outcomes, client and community needs, financial viability of program, customer satisfaction and program impact.
- Assesses, strategizes, and creates activities as the Program(s) mature, adjusting them as necessary. Creates metrics to track and show that Program(s) is(are) meeting goals.
- Evaluates and recommends funding opportunities and assists with funding applications.
- Manages activities in the Program in compliance with funding and agency requirements and according to contract requirements and regulations.
- Understands and interprets contract rules, regulations and requirements as related to program outcomes and reporting criteria.
- Establishes goals with participants related to contract outcomes.
- Encourages and motivates client participation in appropriate Programs.

- Reports on services to the funding sources and to the Community Services Division Director, as required.
- Evaluates new program opportunities, assists in coordinating outreach and engagement opportunities, leading the implementation and ongoing evaluation.
- Documents and tracks client success stories, working in collaboration with Community Impact Division to build and expand education and outreach efforts on social media platforms.
- Builds Program capacity by promoting training, analyzing Program(s) results and outcomes, collaborating with other relief efforts, and coordinating with other community groups and agencies.
- Represents CHD all its programs, including the Farmworker Services, Affordable Housing, Day Labor and Immigration & Citizenship Divisions with external community partners and organizations.
- Directs assigned outreach staff in accordance with CHD's policies and procedures.
- Directs and trains volunteers in accordance with CHD's policies and procedures.
- Tracks and follows-up with clients when new resources become available or as necessary to maintain accurate data records.
- Maintains appropriate client confidentiality with respect to services rendered and a client complaint system to both document and appropriately resolve client complaints.
- Assists with translation and completion of referral documents for participants as necessary.
- Prepares and submits narrative reports on Program activities; enters and retrieves data on an automated computer system; maintains appropriate records utilizing computerized and manual databases; attend meetings and in-service training programs; may participate in special projects.
- Assists with preparation and management of Program budget.
- Provides support in the Community Services Block Grant (CSBG), Community Needs Assessment, Community Action Plan, and Regional Advisory Councils (RCAC) as directed by the Community Services Division Director.
- Other duties as assigned.

Supervisory Responsibilities

No direct reports, but is responsible for the overall direction, training, coordination, of community services project and OCPSC Trusted Messenger Grant as directed. This includes training of staff and volunteers assigned to help the grant program.

Required Skills and Abilities

- Bilingual in Spanish/English; verbal, read, and written.
- Work and communicate effectively with a wide variety of individuals and groups in English and in Spanish.
- Ability to read, analyze, and interpret general service contracts and governmental regulations.
- Ability to effectively present information to top management, public groups, and/or boards of directors.
- Ability to use mathematics as required by the position.
- Ability to solve practical problems and deal with various variables in situations where limited standardization exists.
- Ability to interpret a variety of instructions furnished in written, verbal, diagram, or schedule form.
- Ability to complete complex transactions with a high degree of accuracy.

- Ability to maintain appropriate boundaries with clients and staff both on and off duty as defined by the organization's ethical codes.
- Ability to use effective judgment in crisis situations.
- Ability to solve problems and resolve conflicts effectively.
- Ability to recognize and manage personal bias.
- Related experience in the coordination, development, and management of programs.
- Knowledge of local community resources.
- Ability to utilize techniques for gathering information on and utilizing resources.
- Effective assessment techniques for participants.
- Knowledge of educational systems and employment opportunities for the local area.
- Familiar with barriers facing farmworkers and their dependents regarding education and employment.
- Intermediate knowledge of Microsoft Office including Outlook, Word, Excel, PowerPoint, and SharePoint.
- Ability to facilitate workshops and conduct public presentations.
- Ability to identify, implement and coordinate educational, self-enrichment, employment and financial trainings.
- Ability to follow-through on activities and responsibilities in a prompt and punctual manner.
- Ability to work evenings and/or weekends as necessary.

Education and/or Experience

- Bachelors' Degree (B.A.) in related field.
- Two years of program coordination/management experience.
- Equivalent combination of education and experience.
- Supervisory experience, highly desirable.

Certificates, Licenses, Registrations

- Must possess a valid California drivers' license, proof of auto insurance and be insurable under agency policy if driving a company or personal vehicle.

Physical Requirements

Regularly: Sit, manual dexterity

Occasionally: Lift up to 25 lbs., stand, walk, and reach with hands and arms

Rarely: Lift up to 50 lbs., bend, stoop, pushing/pulling, carrying, and reaching

Vision: Close vision (clear vision at 20 inches or less); Ability to adjust focus (ability to adjust the eye to bring an object into sharp focus);

Work Environment

Noise level: Moderate noise (examples: business office with computers and printers, light traffic)

*This job description is not an exclusive or exhaustive list of all job functions that an employee in this position may be asked to perform. All employees are to maintain a positive work atmosphere by acting and communicating in a positive and professional manner in order to develop and maintain strong relationships with customers, clients, colleagues, management and stakeholders. Employment at CHD is **at-will**. This means employment is for an indefinite period and is subject to termination by the employee or by CHD, with or without cause, and with or without notice.*

Employee Signature: _____ Date: _____

Supervisor's Signature: _____ Date: _____

Reviewed by Human Resources: _____ Date: _____