

JOB DESCRIPTION

Title: Community Engagement Specialist

Status: Exempt

Reports to: Executive Director

Overview

The Community Engagement Specialist will guide and implement SINA's efforts to engage community stakeholders in SINA's work to restore economic vitality and improve the quality of life for the benefit of the people who live, work, visit, study and play in the neighborhoods of South Central Hartford. Working within the framework of the strategic plan the Community Engagement Specialist will translate objectives related to community engagement into programmatic initiatives. The core activities of the position include relationship building, partnership development and maintenance, and coalition building. Given SINA's unique institutional partnerships, the staff person must be able to represent SINA to a wide variety of constituencies and stakeholders including institutional leaders, city and state policy makers, nonprofit managers, community activists, and grass roots community members. This position requires experience in the area of community engagement. The Community Engagement Specialist must also speak Spanish fluently. In addition, the staff person must be an expert communicator across a variety of platforms, from the printed word to the various social media outlets.

Note: References to institutions in this job description refer specifically to the Connecticut Children's Medical Center, Hartford Hospital and Trinity College.

Responsibilities

Under the directions of the Executive Director the Community Engagement Specialist will:

- Translate relevant goals and objectives in SINA's strategic plan into initiatives with specific outcomes and target dates
- Build and maintain relationships with SINA constituencies and partners such as SINA homeowners, SINA tenants, residents of SINA neighborhoods, employees of SINA institutions, and representatives of community and non-profit organizations
- Work in partnership with existing neighborhood associations such as neighborhood block watches
- Identify individuals who have the potential to serve as community leaders; provide opportunities for leadership development and for the exercise of leadership
- Maintain relationships with Harford Police Department (HPD), in particular with Community Service Officers, and coordinate regular meetings that bring together HPD representatives and security managers at partner institutions
- Coordinate SINA's annual meeting and REACH events

- Coordinate or assist in planning for events such as community meetings, block parties, health fairs and local business fairs
- Develop systems to distribute information to community residents
- Identify and implement the creative use of evolving social media platforms such as Facebook and Twitter to increase citizen engagement and dialogue
- Work with the web content manager to update website
- Coordinate the production of SINA's newsletter. Write articles for the newsletter. Write press releases. Produce event flyers
- Schedule meetings and perform other tasks for senior managers as requested
- Assist in supervision of web content manager
- Other responsibilities to be assigned as needed

Required Qualifications

- Professional experience in any of the following: community, labor, parent or issue organizing, community relations, community health education and outreach, or other related experience (please describe in your cover letter)
- Experience with community development or economic development
- Must be fluent in spoken Spanish
- Must have effective communication skills including strong writing skills. Must be able to compose newsletter articles, flyers and press releases. This requirement assumes proficiency in the use of appropriate computer software
- Proficiency in the use of social media such as Facebook and Twitter
- An Associate's degree and five years of relevant experience. A bachelor's degree can substitute for three years of relevant experience
- Expert skill in communicating persuasively with diverse audiences ranging from policy-makers and corporate managers to grass roots community residents
- Demonstrated ability to establish and maintain effective working relationships with a wide range of stake-holders and constituencies
- Creativity, sound judgment and the ability to work at times with minimal direction. The Community Engagement Specialist must be a self-starter and must possess the ability to work under deadline pressure
- A driver's license and car

Desired Qualifications

- Ability to translate written work to Spanish or English
- Experience conducting surveys in community settings
- Experience with leadership development as a participant or trainer

Physical Conditions

The staff person must be able to attend meetings on night and weekends as needed. SINA is a collegial work-setting. Staff members pitch in to help each other with responsibilities as needed. Staff person will be expected to contribute to the team work and sense of collegiality.