



Southern Tier Independence Center

Access your world.

Position Title	Community Outreach & Engagement Specialist	HR USE ONLY	
Date Issued	October 2018	Hour Per Week/ Status	40 hours/week, Full-Time
Date Revised	June 2026	Hourly Rate	\$21.00
Reports to	Assistant Director	FLSA Status	Non-exempt
Department	Administration	Location	Broome

Summary

The Community Outreach and Engagement Specialist is responsible for increasing awareness of STIC's mission, programs, services, and advocacy efforts throughout the community. This position develops and maintains strategic relationships with community organizations, businesses, stakeholders, and referral sources to expand community engagements, strengthen partnerships, and support organizational growth. It serves as a public representative of STIC by coordinating outreach activities, delivering presentations, participating in community events, and promoting the Independent Living philosophy, disability rights, accessibility, and inclusion. The position is responsible for recruiting and supporting volunteers, assisting with fundraising and donor engagement efforts, planning internal and external events, and developing communication and social media strategies that enhance public awareness and engagement.

Education and Experience

- Bachelor's degree in marketing, communications, public relations, or a related field, preferred.
- Proven experience in community outreach, event planning, with a track record of successful engagement initiatives.

Knowledge, Skills, and Abilities

1. Strong commitment to the Independent Living philosophy, Person Centered Planning, consumer choice, and integration of people with disabilities into all aspects of community life.
2. Expertise in managing social media for organizations, including proficiency in the use of social media platforms.
3. Ability to effectively interact and work with individuals from diverse cultures and backgrounds.
4. Proficient in the use of all Microsoft Office applications (Excel, Word, Power Point).
5. Ability to communicate effectively, both verbally and in writing.
6. Demonstrate professional work habits including dependability, time management, independence and responsibility.
7. Knowledge of ethical and professional responsibilities and boundaries.
8. Excellent attention to detail and organizational skills.
9. Ability to multi-task and work effectively in both a team and individual setting.
10. Capacity to work in various settings, including home community-based locations.
11. Valid driver's license, access to a reliable and insured vehicle, and compliance with all applicable state regulations, including required vehicle inspections and driving record checks. Accommodations may be provided for employees who provide travel training on public transportation or telehealth.

Essential Job Functions

1. Develop and implement community engagement strategies to build strong relationships with local businesses, organizations, and stakeholders.
2. Serve as ambassador for STIC by representing the organization at community events, outreach activities, presentations, coalitions, and public forums, promoting the Independent Living philosophy, disability rights, accessibility, and inclusion.

3. Cultivate and maintain partnerships with community organizations, businesses, and stakeholders to support referrals, collaborative initiatives, sponsorships, donations, and community engagement opportunities.
4. Work collaboratively with STIC's Development Department to support fundraising initiatives, donor engagement activities, sponsorship opportunities, and organizational campaigns.
5. Identify emerging community needs, engagement opportunities, and industry trends and provide recommendations to strengthen outreach efforts and community impact.
6. Recruit, train, engage, and support volunteers, advocates, participants, and community partners involved in organizational initiatives, events, and activities.
7. Assist in planning, promoting, coordinating, and evaluating internal staff engagement events, community outreach activities, awareness campaigns, fundraising events, and educational programs.
8. Develop, implement, and maintain a comprehensive social media strategy to enhance STIC's presence and drive engagement across various platforms (e.g., Facebook, TikTok, Instagram) by creating content, monitoring online engagement, responding to inquiries, and managing STIC's reputation.
9. Create and distribute outreach and promotional materials, including brochures, flyers, presentations, social media content, videos, and other communication tools.
10. Collaborate with internal departments to ensure accurate, consistent, and effective messaging regarding programs, services, advocacy efforts, organizational priorities, and community initiatives.
11. Prepare and deliver presentations and educational programs to consumers, professionals, students, community groups, elected officials, and other audiences.
12. Collect, maintain, analyze, and report outreach, referral, volunteer, event, social media, and community engagement data and prepare reports within established timeframes.
13. Comply with all STIC policies and procedures, as well as applicable state and federal laws and regulations.
14. Collect and maintain all required statistical and other data and prepare reports within established timeframes.
15. Attend all mandatory agency/departamental trainings, meetings, sign language class and advocacy groups.
16. Perform all other duties relevant to the position as requested.

Physical Requirements/Working Conditions

- Work a flexible schedule including evenings and weekends
- Ability to sit/stand throughout day to accomplish job.
- Ability to reach above shoulder level.
- Ability to turn/twist upper body.
- Ability to enter data, notes, and other documentation into a computer.
- Must be able to travel throughout covered territories in Upstate NY as needed.
- Ability to use hand for repetitive action and fine manipulating for the purpose of keyboarding

Reasonable accommodations may be made to the extent required under applicable law to enable individuals with disabilities to perform the essential functions of this position.

The statements herein are intended to describe the general nature and level of work being performed, but are not to be seen as a complete list of responsibilities, duties, skills, required of personnel so classified. Also, they do not establish a contract for employment and are subject to change at the direction of the employer.

I have read and understand the responsibilities outlined in this job description.

Southern Tier Independence Center, Inc. is an equal opportunity employer. It is our policy to hire the best qualified applicant for the position, without regard to: gender; gender identity/expression; sexual orientation; disability; age; race; color; creed; national origin; pre-disposing genetic characteristics; military, familial, marital or domestic violence survivor status; pregnancy or pregnancy-related conditions; criminal history; or any other protected class included in applicable local, state or federal laws.

Employee Name: _____

Employee Signature: _____

Date: _____

Supervisor Name: _____

Supervisor Signature: _____

Date: _____