

Job Title: Community Relations Manager

Reports To: Director of Communications and Marketing

Primary Responsibilities

The Community Relations Manager is responsible for managing statewide outreach activities with key stakeholders to enhance their capacity in making child maltreatment prevention a priority in their communities. The Community Relations Manager will be a member of the PCANC Communications and Marketing Team and will report to the Director of Communications and Marketing.

Programmatic Responsibilities

The Community Relations Manager is responsible for supporting PCANC's internal and external communications and marketing strategies. This role is also responsible for developing and strengthening relationships with key community stakeholders to increase their capacity to make child maltreatment prevention a priority. Specifically, the Community Relations Manager is responsible for the following areas of programmatic work:

- Collaborate with the Director of Communications and Marketing to develop and execute public awareness strategies and activities.
- Build strategic partnerships with state-wide organizations, institutions, and community partners.
- Plan, coordinate, and offer technical assistance efforts to build the capacity of communities implementing campaigns to prevent child abuse and neglect.
- Collaborate with the Communications and Marketing Team to develop, create and distribute tools, materials and resources as needed for internal and external communications.
- Provide support to and build capacity within community partners through multiple touchpoints including emails, phone calls, one-on-one virtual meetings, presentations and technical assistance and training opportunities.
- Coordinate, develop, and oversee content creation for public awareness campaigns and presentations.
- Provide support for creating and implementing internal organization communications processes.
- Liaise with external vendors to complete communications and marketing tasks as needed
- Assist with curating targeted and branded presentations for various outreach events and speaking opportunities.
- Assist with the creation and distribution of campaign materials, general brochures, media kits, toolkits, key messages, fact sheets, and other prevention-focused educational collateral as needed.
- Represent PCANC in the community via various engagement activities and presentations as needed.
- Build and maintain strategic relationships with key stakeholders
- Collect, submit, and analyze data monthly to determine effectiveness, inform, adapt, and improve strategies.

PCANC Responsibilities

- Participate in PCANC staff meetings and team meetings.
- Participate in Supervision provided by the Director of Communications and Marketing a minimum of two times per month.
- Maintain work plan and ensure timely reporting of grant deliverables and performance measures.
- Other duties as assigned.

Job Qualifications

- 4-8 years' experience in a similar position.
- Bachelor's Degree in Public Relations, Communications, Public Policy, Social Work, Public Health or relevant field.
- Experience working with partners using effective community engagement strategies
- Strong relationship building skills.
- Foundational knowledge of racial equity and the implications for how equity intersects with child welfare.
- Certifications in child maltreatment prevention subject areas, such as Certified Connections Matter Trainer, or willingness to become trained in different curriculums and topic areas, as needed.
- Strong communication skills and great time management.
- Experience with MS Word, Excel, Outlook, PowerPoint, and facility in learning new data management, web management, social media management, and CRM tools.
- Equally effective working independently or as a member of a team.
- Ability to maintain a positive work environment.
- Knowledge of AP Style a plus.

Benefits include health, dental, life, vision, and disability insurance, and 401(k).

Each full-time employee receives paid holidays, sick days, vacation days, and personal days in accordance with Prevent Child Abuse North Carolina's employee handbook.

Equal Opportunities and Accommodations Statement

Prevent Child Abuse North Carolina is proud to be an equal opportunity employer, committed to providing a welcoming and diverse environment. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, gender identity or expression, age, marital status, veteran status, disability status, pregnancy, parental status, genetic information, political affiliation, or any other status protected by law. Accommodations are available for applicants with disabilities.