



## JOB DESCRIPTION

**Job Title:** Marketing & Community Outreach Coordinator  
**Classification:** Exempt, Full Time  
**Reports To:** Chief Strategy Officer

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### **JEVS Care at Home:**

JEVS Care at Home is a registered 501(c)(3), not-for-profit organization providing non-medical home care support services to disabled and aging clients residing in Philadelphia, Delaware, Montgomery, Chester, Bucks, and Allegheny Counties in Pennsylvania. Our purpose is to facilitate people maintaining their independence and quality of life by providing exceptional care in their homes and communities.

### **Summary:**

The Marketing & Community Outreach Coordinator is responsible for cultivating and managing strategic partnerships, establishing community awareness, community engagement, education and brand representation for the purpose of organizational growth and expansion. This includes professionally and respectfully representing JCAH as an industry thought leader throughout our current operating space and in potential expansion space through the following activities: Strategic partnership/relationship building. The ideal candidate will be a highly energetic, focused individual who is committed to the growth of our company. This individual must be a self-starter, have excellent relationship management skills and be able to grasp our constantly changing industry. He/she performs daily tasks in accordance with this Job Description, the organization's Strategic Plan and individual goals and assignments in compliance with JEVS Care at Home policies and procedures, as well as applicable standards of care and governmental laws and regulations.

### **Essential Duties and Responsibilities:**

- Cultivate strategic relationships and partnerships with other community, governmental and organizational leaders and groups
- Coordinate and perform community outreach activities including presentations, exhibits and one-on-one contact with community groups, and coordinate and attend special events
  - Research, document and recommend appropriate events that will maximize JCAH's brand recognition in the marketplace
  - Schedule, register and enroll JCAH's participation in such events and update internal calendar of events
  - Prepare presentations, collateral and any other items/materials needed for each event
  - Engage/schedule additional JCAH staff, when necessary, on attending events
  - Attend events and be able to meaningfully engage others, speak intelligently and with passion about JCAH services, quality and client/caregiver benefits
  - Collect contact information from interested parties and input information into internal tracking systems
  - Evaluate and document the success of each event based on lead generation, new business and impact on the organization's bottom line

- Social Media
  - Research, write, plan, schedule and post meaningful material daily on all JCAH social media platforms (Facebook, Twitter, Instagram, LinkedIn)
  - Respond to all inquiries and comments on JCAH social media platforms and GoogleBusiness
  - Manage all video content for JCAH YouTube
- Website
  - Review website content, visuals, tools and functionality on a regular basis for the purpose of making recommendations regarding revisions, additions, deletions.
  - Update written content as necessary
  - Create and post blogs and other educational content to website
- Research, collect, document, maintain and analyze competitive intelligence for the purpose of thoughtfully contributing to strategic initiatives of the organization
- Participate in the selection, purchase and inventory of promotional items
- Participate in the revision, printing and inventory of print collateral
- Participate in the planning, writing, editing and production of the organization's newsletter
- Maintain working knowledge of state regulations and industry related information while ensuring 100% compliance with State licensure regulations and JEVS Care at Home policies
- Collaborate with entire team on organizational goals, customer service and quality initiatives
- Performs additional duties assigned in response to agency needs
- Travel required
- Must be able to work in the field

#### **Qualifications/Education Requirements:**

- Bachelor's Degree required
- Minimum 5 years' experience in sales, marketing or related field
- 2 years professional experience working in homecare or healthcare industry
- High level of Social Media content and posting experience
- Car and current driver's license and insurance
- Experienced Go-Getter
- Proven team player
- Strong interpersonal skills with the ability to develop/nurture relationships
- Excellent Customer Service Skills, Communication and Problem-Solving Skills
- Strong Organizational, Time Management and Follow-through skills required
- Proficient in Microsoft Office
- Experience using WordPress a plus
- Must be available evenings and weekends

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EMPLOYEE SIGNATURE

PRINT NAME

DATE

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SUPERVISOR SIGNATURE

PRINT NAME

DATE