Position Title: Community Engagement Coordinator, Senior Companion Program

Department: Senior Services
Reports to: Senior Companion Program Manager
Classification: Full-time; Non-Exempt
Date Created: November 2021

Agency Mission
InterFaith Works affirms the dignity of each person and every faith tradition, builds racial and religious equity, and creates bridges of understanding among us.

Agency Vision Statement
InterFaith Works builds bridges of understanding to affirm the dignity of all people in Central New York. Working with the different faith communities and the diversity of the region’s people, we address deeply embedded social divisions. Informed and influenced by the values and ethics of the faith traditions, we work with the community to find common ground on its issues. Using the tools of interfaith and cross-cultural dialogue, we create life-changing experiences that lead to actions for the creation of a more equitable and loving community.

Overview of the Program Area
InterFaith Works has 35-year history of serving seniors by addressing issues of isolation and loneliness that people can experience as they age. The Senior Services Department’s programs and services promote activity, socialization and life-long learning, to empower older adults to age with dignity.

The Senior Companion Program provides low-income, mobile, and healthy seniors (called Senior Companions) with the opportunity to stay engaged in their community by providing supportive friendships to older people who want to continue to live in their homes in Onondaga, Madison, and Cayuga Counties. Companions receive a stipend for their service. The Senior Companion Program is funded by the AmeriCorps Seniors, a federal agency that creates service opportunities for volunteers to address critical needs in their communities. In July 2021, InterFaith Works will expand the Senior Companion Program into Oswego County.

Position Summary:
The Community Engagement Coordinator, under the direction of the Senior Companion Program Manager, is responsible for planning and implementing all community outreach and volunteer recruitment activities throughout Onondaga, Cayuga, Madison and Oswego Counties. Activities include presentations, tabling, and social and print media. The Coordinator will also secure in-kind donations, to benefit the Senior Companion volunteers. This is a new position, as part of the Oswego expansion.

Qualifications:
Bachelor’s degree. Experience in outreach, marketing and public relations for the human services or non-profit sector preferred. Recent graduates encouraged to apply. Experience working with diverse populations of seniors and volunteers; multi-cultural competence a must.
Essential Functions:

- Understand the intent, participants, and activities of the Senior Companion Program.
- Plan and implement a Marketing and Outreach Strategy that contributes to the recruitment of volunteers over 55 years old, throughout Onondaga, Cayuga, Madison and Oswego Counties.
- Develop and deliver tabling and presentations at community centers, faith communities, vendor fairs, and other community locations throughout the service area.
- Develop and maintain print and social media promotion channels.
- Keep up-to-date, make recommendations and adopt social media platforms that will broaden the program’s social media reach.
- Design and develop promotional materials, including flyers, brochures, fact sheets and posters.
- Maintain integrity of the InterFaith Works and AmeriCorps Seniors brand across all materials.
- Develop and secure opportunities for in-kind donations that support promotion and recruitment, and that directly benefit Senior Companions.
- Procure marketing and promotional tools for tabling and vendor fairs.
- Cultivate and maintain community partnerships that contribute to volunteer recruitment.
- Maintain records of in-kind donations, as required by AmeriCorps Seniors and other funders.
- Submit quarterly activity reports.

Other duties as assigned

Level of Decision Making Responsibility: Medium-High

Skills Required:

- Ability to plan and deliver presentations and promotional events for up to 50 people.
- Excellent written, oral communication, and organizational skills.
- Facility in using Microsoft Office Suite.
- Ability to work with initiative and creativity, and handle a variety of responsibilities flexibly.
- Multi-cultural competence and strong interpersonal skills a must.
- Understands and values racial equity as an organizational operating principle and is committed to continued learning on issues related to race, equity, diversity and inclusion.

Working conditions and physical demands required:
The demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job:

- Ability to travel regularly throughout the service delivery area at least 50% of the time using reliable transportation, traversing streets, ascending/descending stairs, and exposed to outside weather conditions.
- Remain in a stationary position at a workstation and use a computer approximately 50% of the time.
- Ability to frequently sit for long periods attending meetings/trainings.

To apply: Please send cover letter and resume to Melissa Morral at mmorral@ifwcny.org.