

MARKETING AND DIGITAL ENGAGEMENT SPECIALIST

JOB TITLE	Marketing and Digital Engagement Specialist
REPORTS TO	Community Engagement & Development Director
DEPARTMENT/REGION NAME	Statewide
FTE	Full-time
FLSA	Hourly
PAY GRADE	13

OFSN strives to create a team of engaged employees who represent diverse backgrounds, languages, points of view and experiences. We understand that achieving equity is a continuous process, and we work to maintain the highest standards of ethics, transparency, and accountability.

OFSN is a family run organization that values those who have direct experience raising a child with significant mental, behavioral or other health challenges. OFSN gives preference to hiring individuals who have this direct experience.

PRIMARY PURPOSE

The Marketing and Digital Engagement Specialist leads the creation, design, and implementation of OFSN’s digital content across platforms. This includes developing visual materials, managing and maintaining the website, and overseeing the learning management system (LMS). The Specialist ensures that the organizations digital presence is clear, accessible, engaging, and aligned with organizational goals.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Marketing, Communications & Community Engagement (50%)

- Coordinate and execute marketing plan tasks to support community engagement events, workshops, training and outreach activities.
- Create, update and disseminate digital and print materials (flyers, brochures, graphics, and other promotional content).
- Develop innovative, engaging visual content for social media and web platforms.
- Execute and monitor social media strategies.
- Ensure consistent branding and cohesive design and messaging across all communication channels.
- Track and report on the effectiveness of digital design and content strategies.
- Support communication efforts, including newsletters, eblasts, enewsletters, and other promotional activities.
- Support the development and maintenance of relationships with community organizations and businesses to help promote the organization’s work.
- Attend community events, resource fairs, and meetings to promote the organization.
- Assist in gathering and sharing stories of impact to highlight the organizations work to established and developing supporters, partners and donors.

- Provide administrative support for engagement initiatives, including scheduling, preparing materials, and supporting logistics.

Learning Management System (LMS) Operations (30%)

- Configure the LMS, including user roles, permissions, and interface customization.
- Upload, organize, and maintain learning materials such as courses, modules, and assessments.
- Manage user accounts, troubleshoot technical issues, and provide support for learners and instructors.
- Train users and provide documentation on LMS features.
- Create e-trainings, videos, and interactive learning modules to support community engagement and workforce development.
- Generate reports and analyze learner progress to inform improvements.

Website Support (20%)

- Update and maintain website content to ensure accuracy, accessibility, and alignment with organizational goals.
- Develop and publish blog posts that expand visibility and strengthen OFSN's online presence.
- Collaborate with internal teams to ensure web content supports program and outreach needs.

OTHER DUTIES AND RESPONSIBILITIES

- Represent the organization at community events, conferences, and other public venues.
- Assists with fundraising and outreach events.
- Work independently and collaboratively with colleagues, community members and others.
- Provide training or presentations individually or as part of a team.
- Provide administrative functions for the statewide office as needed.
- Other duties as assigned or needed by the organization.

QUALIFICATIONS

- Bachelor's degree in communications, marketing, public relations, human services or a related field; equivalent combination of education and relevant experience may be considered.
- Prefer direct experience as a parent or primary caregiver who has navigated multiple child- serving agencies, including but not limited to, mental health, addiction treatment services, child welfare.
- Experience implementing community engagement strategies, event planning, outreach or related fields.
- Detail oriented, organized and able to manage multiple tasks with timelines.
- Excellent written and verbal communication skills, and ability to present and work with diverse audiences, specifically racial, ethnic, gender expression, socioeconomic, education, spiritual and alternative cultural backgrounds.
- Basic knowledge of public relations and public speaking.
- Must be able to pass preemployment requirements, which includes a criminal and abuse background check.
- Have reliable transportation, valid and current automobile insurance and an insurable good driving record, or access to reliable transportation.
- Ability to effectively use a variety of software programs such as, Microsoft Office (such as Word, Excel, PowerPoint), Google Workspace (such as Docs, Sheets, Slides), databases, electronic health records, and virtual platforms (such as Zoom and Google Meets).

1. PHYSICAL DEMAND - Use the following to indicate the type, amount, and frequency of physical effort typically required to perform the essential functions of the job acceptably; including the work positions in which the effort is applied. Physical effort refers to manual effort and may include lifting, moving, pulling, pushing, carrying, manipulating, shoveling, etc.

A. The physical effort typically applied in this job includes (check all applicable boxes):

<input checked="" type="checkbox"/> Lifting	<input type="checkbox"/> Pulling	<input checked="" type="checkbox"/> Reaching	<input type="checkbox"/> Manipulating
<input checked="" type="checkbox"/> Carrying	<input type="checkbox"/> Pushing	<input type="checkbox"/> Shoveling	<input checked="" type="checkbox"/> Keying/typing
<input type="checkbox"/> Other (specify)			

B. Check the box that best reflects the amount of effort typically applied and the frequency of application (Note: Whereas the following chart refers to lifting, any equivalent effort may be substituted):

Amount of Effort Applied	% of Time Effort is Applied			
	Less than 15%	15% to 40%	40% to 70%	More than 70%
Less than 1lb.				X
Between 1 & 5 lbs.	X			
Between 5 & 25 lbs.	X			
Between 25 & 60 lbs.				
More than 60 lbs.				

C. The effort reflected in the above chart is typically applied in the following work positions (check those applicable):

<input checked="" type="checkbox"/> Sitting	<input checked="" type="checkbox"/> Standing	<input checked="" type="checkbox"/> Walking
<input type="checkbox"/> Stooping	<input checked="" type="checkbox"/> Bending	<input type="checkbox"/> Confined
<input type="checkbox"/> Other (specify)		

MENTAL OR VISUAL DEMAND - Check the statement below that best describes the degree of mental and/or visual fatigue typically sustained through the application of mind and eyes in performing the job (please edit statement as needed to fit job):

<input type="checkbox"/>	Occasional mental and/or visual attention; the operation performed is either close to being automatic or the duties require attention only at long intervals.
<input checked="" type="checkbox"/>	Frequent mental and/or visual attention; the flow of work is either intermittent or the operation involves waiting for a machine or process to complete a cycle with intermittent checking or inspection involved.
<input type="checkbox"/>	Continuous mental and/or visual attention; the work is either repetitive or diversified requiring constant alertness to monitor the production process and/or identify defects.
<input type="checkbox"/>	Concentrated mental and/or visual attention; the work involves performing complex tasks to very close accuracy and quality specifications; or a high degree of hand and eye coordination for sustained periods.
<input type="checkbox"/>	Intense and/or exacting mental and/or visual attention; the work involves visualizing, planning, laying out, or otherwise performing very involved and complex work.

2. WORKING CONDITIONS - Use the following to indicate the presence, relative amount of, and continuity of exposure to disagreeable elements typically found in the physical work surroundings.

A. Identify the kinds of disagreeable elements incumbent would typically be exposed to in the work area (check all applicable boxes):

<input type="checkbox"/> Dust	<input type="checkbox"/> Dirt	<input type="checkbox"/> Heat	<input type="checkbox"/> Cold
<input type="checkbox"/> Fumes	<input type="checkbox"/> Noise	<input type="checkbox"/> Vibration	<input type="checkbox"/> Water
<input type="checkbox"/> Other (specify)			

B. Check the statement below that best describes the physical surroundings or conditions under which the job is typically performed and the extent of exposure to the disagreeable elements noted above (please edit statement as needed to fit this particular job):

<input type="checkbox"/>	The job is typically performed under very comfortable working conditions; any disagreeable elements are generally absent during normal performance of job.
<input checked="" type="checkbox"/>	Work is typically performed under reasonably good working conditions; while exposure to any or all of the above elements may occur, such exposure is generally not present to the extent of being disagreeable.
<input type="checkbox"/>	The job is often performed under somewhat disagreeable working conditions; exposure to any or all of the above elements is likely, with at least one present to the extent of being disagreeable.
<input type="checkbox"/>	The job is continuously performed under disagreeable working conditions; exposure to any or all of the above elements is probable, with several being present to the extent of being objectionable.
<input type="checkbox"/>	Work is continuously performed under extremely disagreeable working conditions; exposure to many objectionable elements is both continuous and intensive.

3. ATTENDANCE - While all employees are expected to comply with company attendance standards,

the nature of some positions may require different standards in order to fulfill the essential functions of the job. Indicate below if compliance with the general company attendance standards is acceptable, or if different standards apply (please be specific):

Compliance with general company standards
 Some weekend and evenings may be required.
 Travel within the state is required.
 May require remote or virtual work and training delivery.

4. SAFETY - While all employees are expected to comply with company attendance standards, specific practices as identified through job safety analysis (JSA) may be required. (JSA attached) Indicate below if compliance with the general company safety standards is acceptable, or if different standards apply (please be specific):

Compliance with general company standards.

 Additional safety precautions apply, including communicating status of location, adhering to safety protocols for community-based work and emergency situations.

5. EEO CLASSIFICATION - This section should be completed by the Human Resources Department. It classifies positions for specific state and federal reporting requirements.

<input type="checkbox"/> Executive/Senior Level Managers (1.1)	<input type="checkbox"/> First/Mid-Level Managers (1.2)	<input checked="" type="checkbox"/> Professional (2)	<input type="checkbox"/> Technician (3)
<input type="checkbox"/> Sales (4)	<input type="checkbox"/> Administrative Support Workers (5)	<input type="checkbox"/> Craft Worker (6)	<input type="checkbox"/> Operative (7)
<input type="checkbox"/> Laborer (8)			

6. SIGNATURES & DATES - NOTE: Because jobs change, management reserves the right to add to or change the duties of the position at any time.

<i>Immediate Supervisor</i>	<i>Date:</i>	<i>Next Level of Management</i>	<i>Date:</i>
<i>Human Resources</i>	<i>Date:</i>	<i>Employee</i>	<i>Date:</i>

