



## COMMUNITY RELATIONS LIAISON

- The Community Relations Liaison helps fulfill New Life Family Service's mission of assisting clients in life-affirming decisions with the love and compassion of Christ through effectively marketing all of New Life Family Services' programs in a clear and accurate manner to the community. Outreach efforts are centered around increasing community knowledge of the services provided by New Life Family Services, with a strong focus on the services offered through our program First Care Pregnancy Center.

### REPORTS TO:

Director of Marketing

### POSITION RESPONSIBILITIES:

- Serves as liaison between First Care Pregnancy Center and the community.
- Coordinates and oversees organizational efforts to network with schools and colleges.
- Makes routine visits to meet with the community and market services/programs (individual networking meetings, community initiatives, collaborative meetings, etc.).
- Identifies and develops a base of contacts in the community who will provide referrals for youth and young adults to the services and programs offered by New Life.
- Identifies appropriate outreach events to participate in/sponsor in the Twin Cities metro area, and coordinates with the Marketing Director for approval.
- Works with First Care staff to share community event materials and community engagement opportunities for clients.
- Coordinates proper staffing for outreach events. Coordinates proper follow up with all referral sources, and is efficient with follow up in a timely manner.
- Keeps a detailed marketing log and turns into Marketing Director on a bi-weekly basis.
- Maintains database from community contacts and marketing events. Research target marketing populations, create a contact list.
- Shares beneficial resources with staff and contributes to resource books for each office based on awareness of resources available to our clients through outreach efforts.
- Works with Client Care Manager and/or Parenting Education Manager to identify service exchange partnerships when applicable.

### POSITION QUALIFICATIONS:

- Bachelor's Degree in Business, Communications or related field.
- Self-motivated, enthusiastic, and community-driven. Ability to work independently.
- Three to six years of professional experience, with a minimum of one year in networking or similar experience.
- Proficiency in Microsoft Office based software.
- Strong interpersonal skills with the ability to build rapport easily and communicate well.
- Can point to tangible examples of networking/collaboration on projects/programs.
- Passionate about New Life Family Service's mission and able to promote/communicate the mission, values and goals to external and internal stakeholders.



**OUTREACH:**

Attend all New Life fundraising events. Coordinate office specific events and other community events as directed by the Director of Marketing. Assist in marketing all New Life events and programs as needed.

**SELF-DEVELOPMENT:**

Participate in appropriate workshops and training sessions to ensure continuing education requirements are met.

**CORE VALUES/COMMITMENTS:**

- Demonstrated faith in Jesus Christ.
- Agrees with and adheres to Transform Minnesota Statement of Faith, Core Values, and Code of Conduct.
- Exhibit strong commitment and dedication to the sanctity of all human life.
- Exhibit strong commitment and dedication to sexual purity.
- Attend weekly staff and prayer meetings.
- Be able to express a clear understanding of the inner workings of a pregnancy care center.
- Demonstrate strong interpersonal and administrative skills.
- Exhibit strong organizational skills and the ability to manage multiple responsibilities at once.
- Exhibit ability to respect client and donor confidentiality through the safe-keeping of related information.

**DIRECT REPORTS:**

None

---

Approved By	
Date Approved	
Reviewed	