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The Gingerbread House Children's Advocacy Center is a community-based, non-profit organization that works to reduce the trauma experienced by child abuse victims during the investigation, prosecution, and treatment phases of child abuse cases.

Job Description

Title: Education & Marketing Specialist
Reports to: Chief Executive Officer – Jessica Milan Miller, M.A., MBA
Supervisor: Director of Education – Holly Tony, LMSW
Director of Marketing & Development – Jordan Webster
Classification: Full-Time

Overview: The Education & Marketing Specialist increases the capacity of the Children's Advocacy Center (CAC) to carry out its mission by conducting educational presentations for children, adults, parents, mandated reporters, military personnel, school personnel, and other groups in the community focusing on age-appropriate body safety, internet safety, prevention, identification, and reporting of child sexual abuse, including human trafficking. The Education & Marketing Specialist also promotes the mission of the CAC at community events and information fairs, conducted at various times, including some evenings and weekends; as well as assists in maintaining the CAC's social media presence.

Purpose:

- To reduce the number of future victims through community and school-based education
- To empower non-offending caregivers, educators, and the public to know how to identify and report suspected child abuse
- To positively influence service providers and other institutions toward better trauma-informed care and treatment of child abuse victims
- To promote the mission of the CAC and increase visibility of the CAC throughout Louisiana

Minimum Requirements:

- BA/BS in Psychology, Social Work, Human Service, Marketing or related behavioral science or education field; 2+ years of hands-on experience in the child abuse prevention field or direct service sector may be considered in lieu of related degree
- Strong public speaking skills and the ability to confidently speak in front of various audience types and sizes
- Proficient knowledge of child development and related dynamics
- Skilled in handling sensitive issues in a mature, confidential manner and with integrity and compassion; high level of discretion
- Knowledge of and sensitivity to family systems and child victimization
- Familiarity with the overall child protection and legal system
- Ability to work with children and their families in stressful situations
- Ability to work professionally with a variety of personalities, variety of disciplines, military partners, and function well within team environment

- Excellent communication and problem-solving skills
- Ability to multi-task with a positive attitude
- Willing to work after-hours and on weekends for presentations/community events as needed
- Ability to travel between the Center's main office and satellites (45min – 1.5 hrs) during normal working hours, as well as to/from scheduled events in all the parishes served by the Center
- Organizational skills to independently manage workload and related responsibilities
- Flexibility of schedule to suit Center's needs
- Computer literacy in order to maintain and produce statistical records, as well as internal and external correspondence
- Proficient or willing to learn Canva and/or other graphic design programs
- Comfortable with virtual learning and various presenting environments, such as zoom, etc.
- Ability to adapt to different audience types and present accordingly
- Reliable transportation, valid driver's license, clear criminal background

Preferred Qualifications:

- Master's degree in Psychology, Social Work, Human Service or comparable field
- Experienced presenter with audiences of various sizes and ages
- Prior training and experience in Public Relations/Marketing

Responsibilities:

Prevention Education

- Assists in training and education both within the organization and to community agencies and professionals, including military personnel, school personnel, school-aged children and other civic groups in person and via virtual formats, such as zoom
- Conducts presentations to include these topics: general child abuse, internet safety and safe relationships, body safety, human trafficking awareness, mandated reporting and more
- Sets up, attends, and takes down information booths for military events, community fairs and related events, some of which take place in the evenings and on weekends
- Under the supervision of the Director of Education, maintains accurate, up to date information for schools and community-based agencies

Military Partnership

- In collaboration with the Director of Education, conducts prevention education presentations and related activities at Barksdale Air Force Base
- Participates in Military MDT case review meetings when needed
- Fosters a positive, collaborative working relationship with BAFB partners that are involved in child abuse investigations and related services to families
- Under the guidance of the Director of Education, maintains accurate, up to date resource and referral information for partner agencies and community-based service agencies
- Assists the Director of Education in ensuring goals and objectives of grant-funded projects involving the CAC and BAFB are carried out in a satisfactory manner by continually monitoring outcomes

Social Media Outreach

- Assists the Director of Marketing & Development with creating engaging posts, graphics, short videos, and captions for the Center's social media platforms
- In conjunction with the CEO and Director of Marketing & Development, creates, maintains, and updates a content calendar to ensure consistent posting
- Helps to keep brand voice, tone, and visual identity consistent and appropriate
- Monitors social media comments, messages, and mentions, responding promptly and professionally while keeping the Director of Marketing & Development informed
- Collaborates with team members to support campaigns, promotions, and events

Multidisciplinary Team (MDT) and Professional Training

- Fosters and maintains a trusting, helpful relationship with all Staff and MDT members including law enforcement, child protective services, district attorneys, military personnel, and medical / mental health professionals
- Attends individual case staffing meetings when needed
- Maintains proficient knowledge of current child abuse prevention education and marketing trends in the field
- Attends professional development opportunities and trainings both in-state and out-of-state (min. 10 CEUs per year)

Administrative

- Adheres to Health Insurance Portability and Accountability Act (HIPAA) regulations
- Adheres to Personnel Policies and Procedures manual guidelines
- Maintains confidentiality of clients by requiring identification and authorization before releasing client information to third parties, especially when working with school personnel
- Assists the Director of Education in collecting demographical information /service output statistics to meet annual Education Program goals and for grant evaluation purposes
- Attends staff meetings and promotes a team environment
- Positively represents the Children's Advocacy Center at ALL times, both during work activities as well as during personal time, including during community activities, in social media platforms, and in all personal and work-related posts and photos shared
- Makes recommendations to Supervisor and to the Chief Executive Officer regarding program status, development, and suggested improvements

Other

- Maintains and expands skill level and relevant knowledge base through supervision, research, collaboration, networking, and professional growth
- Helps with fundraisers and special events
- Helps keep the Center clean and organized
- OTHER DUTIES, TASKS, AND RESPONSIBILITIES AS ASSIGNED BY SUPERVISOR AND THE CHIEF EXECUTIVE OFFICER

Salary Package:

- Commensurate with experience
- Health, Vision, Dental, and Life Insurance paid 100% by Agency
- Retirement Benefits with Employer Contribution
- Flexible Work Schedule; Agency closes at 12:30 PM on Fridays (must be able to flex time to meet the requirements of the Education Program, which can include scheduled early morning and evening presentations, as well as community events on certain weekends)
- Generous Paid Leave and Holidays
- Agency will provide training on-site and through collaboration with other community agencies
- Agency will allow for attendance, at a minimum, of one nationally recognized conference per year