



## **Job Vacancy**

**Position:** Community Relations and Marketing Specialist

**Location:** Suffolk County

***Options for Community Living, Inc. is committed to assisting individuals and families in need to develop their fullest potential for independent living. Residential and support services prepare participants for the demands and responsibilities of community life and promote housing permanency, health, safety and welfare. The organization's actions are guided by principles of integrity, openness, accountability, respect and the highest quality of care.***

### **Duties:**

The Community Relations and Marketing Specialist is responsible for raising public awareness of the Agency and its work for the purpose of directly helping the organization grow. The Community Relations and Marketing Specialist will work directly with hospital systems, school districts, community based organizations, and other similar organizations in the local region to cultivate long-term relationships to directly increase the number of clients served. Serve as a point person with the major network partners, i.e. Health Home, SPA, MCO's and other network partners or referral sources.

- Create and foster longstanding partnerships with local hospital systems, community based organizations, school districts, healthcare providers and other similar organizations with the purpose to increase direct referrals to the ATC Care Coordination, Housing, and Mental Health Services programs.
- Develop, implement and coordinate business marketing plan with goals and objectives. Adapt according to industry and Agency needs. Review and revise plan regularly.
- Generate leads for new resources and methods for reaching eligible clients including marketing materials, strategies. Contact potential resources on a regular basis to boost awareness of the Agency's available services.
- Writing, messaging, graphics, etc. on multiple platforms and utilizing diverse technology and techniques, e.g. from print newsletters to press releases to websites, social media and public education campaigns, working closely with the development team.
- Oversee communication projects that effectively describe and promote the organization, organizational program campaigns.
- Organize open houses and other promotional events to showcase Options programs and services.
- Remain up-to-date on the Agency's programs, the industry, and community needs.
- Represent Options programs and services in a professional manner at community meetings, events and networking events on behalf of Options.
- Cultivate relationships with corporate partners and develop new relationships to grow and develop donor support.
- Develop, maintain and oversee a team of volunteers to serve the Agency.
- Participate in quality improvement initiatives and staff training as appropriate.
- Other relevant tasks as assigned by management.

***Cont.d***

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E-mail your resume to: [jobs@optionscl.org](mailto:jobs@optionscl.org)

For more information, call **(631) 361-9020 ext. 1105**



**Qualifications:**

Bachelor's degree in marketing, business administration or similar field\*. Five years of experience in marketing, fundraising, and/or volunteer management preferred. Must have experience coordinating and planning marketing events. Must be available to occasionally attend industry events on evenings and weekends as needs arise. Must have strong interpersonal skills, including verbal and written communication skills as well as public speaking skills. Experience promoting non-profit human services agencies is preferred.

\*An alternative combination of education, credentials, and experience may be substituted for educational requirements.

**Work Schedule:**

Monday through Friday, 35 hours per week

8:00 AM – 4:00 PM

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