



**ASSISTING
ALL AGES AT
ALL STAGES**

Job Title: Community Outreach Coordinator

Reports To: Community Services Manager

FLSA Status: Full-Time Exempt

Department: Community Services

Location: Serving 5 County Region - Elder Justice Center | On-site (min. 2 days/week)
Occasional remote work

Position Summary:

The Community Outreach Coordinator collaborates directly with the Community Services Manager to advance M4A's mission by planning, implementing, and marketing key initiatives that enhance the M4A's visibility and impact. This role serves as the lead organizer for seasonal and special projects designed to promote M4A's mission while addressing the needs of its consumers covering M4A's 5 County Region of Blount, Chilton, Shelby, St. Clair and Walker counties.

The Community Outreach Coordinator also supports broader community services efforts, ensures compliance with ethical standards and HIPAA regulations, fosters collaboration across teams, and maintains positive working relationships. This position involves reporting on project outcomes and maintaining accurate records.

This is a new position at M4A; so, flexibility and creativity are important. Communication with the Community Services Manager, Assistant Director, Human Resources Director and Executive Director are also important.

Key Responsibilities:

- **Outreach & Project Management:**
 - Lead and coordinate seasonal and special initiatives, including but not limited to Blooming Benefit Days, Santa 4 Seniors, Be a Senior Fan, helping to plan and advertise for the CNA Appreciation Event, Fraud Summit, picnics or A4A promotional committee.
 - Plan, organize, and promote events that meet community needs while advancing M4A's mission.
 - Collaborate with internal teams and external partners to enhance outreach efforts.
- **Communication & Marketing:**
 - Maintain and update the M4A website and social media accounts to increase engagement and visibility.
 - Gather content, publish, and distribute M4A's monthly newsletter.
- **Inventory & Resources Management:**
 - Manage promotional item inventory, including ordering and tracking supplies to support outreach activities.
- **Client Assistance:**
 - Make referrals to other M4A programs, as needed.
- **Reporting & Documentation:**
 - Attend scheduled program meetings and have a monthly report prepared to discuss activities completed and future planned events in the community.
 - Enter outreach activities on the Outreach Tracker by the 15th of the month.
- **Other duties if assigned will be discussed with the Community Outreach Coordinator.**



Job Title: Community Outreach Coordinator

Reports To: Community Services Manager

FLSA Status: Full-Time Exempt

Department: Community Services

Location: Serving 5 County Region - Elder Justice Center | On-site (min. 2 days/week)
Occasional remote work

Work Environment:

This position is primarily on-site and requires frequent in-person engagement with the community, partners, and M4A staff in M4A's 5 County Region of Blount, Chilton, Shelby, St. Clair and Walker counties. While occasional remote tasks such as report writing or digital communications may be completed off-site, this is not a hybrid or remote position. Flexibility is essential, as some events and outreach efforts may occur outside of standard business hours.

Required Skills & Qualifications:

- Strong organizational, project management, and multitasking abilities with excellent written and verbal communication skills.
- Proficiency in website management, social media, content creation, and event planning to support marketing and community engagement.
- Ability to build positive stakeholder relationships, uphold ethical standards (including HIPAA compliance), and work collaboratively to advance M4A's mission.

Education & Experience:

- A college degree in Social Work, Human Services, Communications, or a related field is preferred but not required.
- Relevant work experience in community outreach, project coordination, event planning, marketing, or nonprofit organizations can substitute for formal education.

Knowledge, Skills, and Abilities (**can be acquired on the job*)

- Interpret policies, program guidelines, and regulations to make informed decisions.
- Communicate effectively in both oral and written formats, demonstrating strong grammar and clarity.
- Build and maintain positive working relationships with diverse stakeholders.
- Maintain accurate records and manage multiple projects efficiently.
- Proficiency in Microsoft Office and adaptability to learn new software quickly.

Essential Functions / Physical Requirements:

The requirements below are required with or without reasonable accommodations:

- Ability to tolerate walking, standing, crouching, reaching, and sitting throughout the day.
- Ability to meet the attendance requirements for the position.
- Ability to "drive" to locations necessary to accomplish for position/program work.
- Ability to occasionally lift and/or move up to 10 pounds.

To Apply:

Please send your resume, cover letter, list of three professional references, and salary requirements to:

Lisa Adams, Director of Human Resources

 Ladams@m4a.org

 205-378-4112