



**Down Syndrome Achievement Centers**  
educate. inspire. believe.

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## **Community Outreach Coordinator**

Founded in 2003, GiGi's Playhouse Inc.'s mission is to change the way the world views Down syndrome through national campaigns, educational programs, and by empowering individuals with Down syndrome, their families, and the community. All programs are free and are therapeutic in nature. Each one of our programs is designed to work on specific skill development, including speech and language, literacy, socialization and fine and gross motor skills. GiGi's Playhouse currently has over 45 locations across North America and growing by several locations annually.

### **Job Description**

The Community Outreach Coordinator is a friendly, outgoing, and energetic individual responsible for the promotion of GiGi's Playhouse and Down syndrome in the local community via social media, community outreach events, and building business and community relationships. This person is actively involved in partnership development in the community, for the purpose of securing sponsorships and third-party fundraisers, and for finding ways to bring the community into the playhouse for programs, activities and events. The Community Outreach Coordinator works with local businesses, community organizations, therapy centers, hospitals, schools, parent groups, the media, and more, making certain each person's experience is consistent with our mission.

Key measures of success in this role include:

- The surrounding community knows about GiGi's Playhouse and Down syndrome and the ways they can get involved.
- The Playhouse has a constant presence on social media via story telling while highlighting families, donors, and volunteers. Measurement is social media engagement.
- Fundraising success through 3<sup>rd</sup> party fundraisers, sponsorships and other community contributions.
- Playhouse tours
- Number of unique families participating in programs

As representatives of GiGi's Playhouse, it is essential all employees display a pleasant and professional personal presence and an exceptional disposition to interact directly with individuals with Down syndrome and their families.

**Reports To:** President or Vice President of local GiGi's Playhouse location

### **Essential Job Functions:**

## **Outreach**

- Initiate, develop and maintain relationships in the community via networking and community outreach in order to generate donations, drive traffic to the Playhouse, and create awareness for GiGi's Playhouse and Down syndrome
- Initiate, develop and maintain relationships with local community organizations such as the Chamber of Commerce, local philanthropic groups, schools, etc. to find volunteer and development opportunities, and to increase engagement in playhouse programs and activities.
- Grow local community awareness through presentations, emails and press releases

## **Fundraising**

- Explore local fundraising opportunities through personal and Playhouse family connections, business relationships, and other community partnerships.
- Secure sponsorships for the Playhouse and for special events.
- Seek third party fundraising opportunities.
- Secure in-kind donations

## **Marketing and Social Media**

- Create a social media content strategy for promoting programs, events, opportunities and Down syndrome awareness.
- Continually gather stories and pictures of Playhouse programs and activities for marketing and social media
- Post on the local social media platforms to ensure they reflect brand standards, inspirational and relevant content to reflect local Playhouse events and activities as well as sharing inspirations from across the GiGi's Playhouse network and beyond
- Identify and foster relationships with local media sources.
- Ensure the website is consistently up to date with information about programs, events, online calendar and other current happenings so that it can be a positive and accurate representation to the community.

## **Connect to National Effort**

- Participate in all required national trainings and ensure all communications are consistent with GiGi's Playhouse branded messaging, brand guidelines and designs.
- Follow all national guidelines and policies as outlined in the Standards of Execution and the Human Resources and Operations manuals.
- Collaboratively work with other GiGi's Playhouse locations to share ideas and best practices.

## **Competencies:**

- **Communication:** Strong written and oral communication skills with ability to express ideas and thoughts verbally; expresses ideas and thoughts in written form; exhibits good listening and comprehension; keeps others adequately informed; selects and uses appropriate communication methods.
- **Motivation:** Demonstrates persistence and overcomes obstacles.
- **Efficiency:** Able to produce significant output with minimal wasted effort.

- **Initiative:** Volunteers readily; Seeks increased responsibilities; Takes independent actions and calculated risks.
- **Professionalism:** Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
- **Collaboration:** Ability to work collaboratively and professionally with other staff, board members, committee members, volunteers, families, and donors. Ability to work collaboratively within the community; expand networking opportunities for GiGi's Playhouse.
- **Interpersonal:** Manages difficult or emotional customer situations; responds promptly to customer needs; solicits customer feedback to improve service; responds to requests for service and assistance; meets commitments.

### **Qualifications**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- **Education and/or Experience:** five+ years related experience in retail, marketing, sales or other customer-facing service. 10 years preferred.
- **Language Skills:** Ability to read, analyze, and interpret general business periodicals. Ability to effectively present information and respond to questions from managers and the general public.
- **Computer Skills:** To perform this job successfully, an individual should have proficiency in Microsoft Office (Word, Excel, PowerPoint and Outlook), and social media platforms (Instagram, Twitter, Linked In and Facebook).
- **Physical Demands:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this Job, the employee is regularly required to use hands to finger, handle, or feel; reach with hands and arms and talk or hear. The employee is frequently required to stand; walk; sit; climb or balance and stoop, kneel, crouch, or crawl. The employee is occasionally required to taste or smell. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include ability to adjust focus.
- **Work Environment:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this Job, the employee is occasionally exposed to outside weather conditions. The noise level in the work environment is usually moderate.

**GiGi's Playhouse Core Values:** GiGi's challenges all staff and volunteers to embody the following core values:

- **Enthusiasm:** Bringing positive, high energy to your work
- **Best of All:** Always looking to improve in all that we do. Challenge yourself every day.
- **Get It Done:** Making things happen and blasting through barriers when needed; figure it out.
- **Believe:** Believe in ourselves, believe in our mission, believe we can achieve all that we set out to achieve
- **Locally Concerned, Enterprise Minded:** To best serve our local communities, we share our location's best practices and have the humility to leverage the collective learnings from across the GiGi's network.

*The job duties listed in this job description may not be inclusive of all requirements of this position; other duties may be assigned.*

**ACKNOWLEDGED:**

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*Employee Signature*

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*Date*

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*Print Name*