



## Outreach Specialist

Parents of Addicted Loved Ones (PAL) is looking for a highly motivated, creative and visionary Outreach Specialist to join our team. As an Outreach Specialist, your primary responsibility will be to help develop and implement a strategic initiative to reach Arizona and build relationships in local communities to elicit support and promote PAL resources. This part-time position will work closely with other members of our team, including our Communications Director as well as the Executive Director to help fulfill the mission and vision of PAL.

PAL is passionate about helping people of all faiths and backgrounds deal with family members struggling with substance use disorder. As an evangelical Christian-run organization, we require employees and facilitators to agree to a general statement of faith.

### Position summary

The Outreach Specialist's primary focus is to increase awareness of PAL. This consists of researching, identifying, and pursuing touch points for parents of addicted loved ones. This will be done through various forms of outreach, including in-person, people, places and/or institutions.

In addition, the Outreach Specialist's objective is to expand and support PAL meetings. This position will assist with identifying volunteers and locations for PAL meetings. This role coordinates with our Communications Director on marketing campaigns, including direct mail, social media and direct advertising.

### Responsibilities

- Increase awareness of PAL
- Research, identify and pursue through various forms of outreach, including in-person, people, places and/or institutions that can be touch points for parents of addicted loved ones.
- Identify and partner with organizations already serving our target communities, such as nonprofits, healthcare, and governmental agencies.
- Assist with identifying volunteers and locations for PAL meetings.
- Work with PAL office and facilitator regional coordinator(s) to identify events and volunteers to assist with meeting marketing, meeting support, media relations, and participation in local events to build relationships with.
- Identify and provide the PAL Communications Director with local media and advertising options for general PAL awareness. Coordinate with PAL Communications Director on marketing campaigns.
- Schedule, develop and assist with appropriate training
- Coordinate community seminars to help provide awareness of PAL and to recruit PAL facilitators
- Update program materials
- Manage the CRM database and keep detailed records of volunteers' information and assignments
- Coordinate volunteers for special events and programs
- Communicate frequently with volunteers to ensure they are satisfied and well-placed (such as phone, emails and newsletters)
- Ensure the purpose of PAL and its actions are clearly communicated



- Other tasks required to fill the needs of our volunteer team

### **Experience and required skills**

- Experience in sourcing and/or recruiting as an outreach coordinator, volunteer coordinator or similar position
- Ability to use Mailchimp to develop email campaigns, newsletters, automated marketing campaigns and manage mailing lists
- Proficient with MS Office (including Excel)
- Experience with Adobe products, specifically Adobe Pro
- Experience in creating and implementing project management plans
- Ability to multitask with several project details at once
- Effective time-management skills
- Exceptional interpersonal and communication skills
- Able to communicate effectively with diverse people
- Excellent organizational and team coordination abilities
- A pleasant, outgoing personality

### **Desired skills**

- BSc/BA in business administration, human resources, nonprofit management or a relevant field, or commensurate experience
- Experience with CRM databases
- Previous experience with PAL; knowledge of substance use disorder

### **The successful candidate will demonstrate:**

- A passion for the mission and values of Parents of Addicted Loved Ones
- Commitment to going the extra mile to help our constituency
- Ability to be flexible and work as a member of a small and dedicated team
- A creative approach to problem solving
- Strong skills in verbal and written communication, detail orientation, and accuracy.
- Maturity and sensitivity to work with diverse personalities in a highly collaborative team environment.
- Ability to consistently handle organizational information with sound judgment and discretion.

### **Employment**

This is a part-time position based out of our office at 11225 N. 28<sup>th</sup> Drive, in Phoenix Arizona with occasional weekend work. Pay range is commensurate with experience. A pre-employment background check and drug test is required, and there is a 90-day introductory period for this position. The job will involve some travel within the state of Arizona. To learn more about PAL, please visit our website at [palgroup.org](http://palgroup.org).

### **How to Apply**

Please email a cover letter, resume and two professional references as a single Word document or pdf to [jobs@palgroup.org](mailto:jobs@palgroup.org). No phone calls, please.