

Alabama Partnership for Children
Alabama Family Central Coordinator

The Alabama Partnership for Children (APC) seeks an independent individual with strong organizational skills to direct the Alabama Family Central (AFC) website. This involves working with child-serving state agencies and others across Alabama to maintain website content, interpret analytic data, create & implement social media strategies, and work to ensure site functionality. AFC is a clearinghouse website designed to help parents and families navigate state agencies, resources, and programs available to support Alabama families, their children, and their allies.

Qualifications:

- Bachelor's degree in journalism, communications, public relations, or social services related field, plus three years' experience. Master's degree preferred.
- Knowledge of systems, organizations and programs that serve young children and families
- Excellent communication skills, both written and verbal, with experience in providing effective presentations and/or interactive trainings; proficient personal computer skills including email, recordkeeping, word processing, database, website maintenance including digital storytelling, website development, content management systems, testing, search engine optimization, usability, and analytics etc.
- Proven human relations skills and the ability to work with diverse populations to communicate effectively across diverse cultures/socio-economic status.
- Experience working with multiple partners and agencies, ability to manage a diverse group of state leaders and providers of services
- Detail oriented and proficient in organization and time management; ability to work with minimum supervision; excellent planning skills
- Must have a valid driver's license and reliable transportation and automobile insurance that is in compliance with the state of Alabama law

Responsibilities:

- Develop and conduct comprehensive outreach and awareness efforts that promotes access to the website and its related resources.
- Set up mechanisms to continually receive input and feedback from families regarding assistance needed; ease of use; and other ways to make the website more effective.
- Develop links and content that help families support their children's learning and techniques and skills for optimum parent support for learning at home.
- Develop and disseminate outreach and awareness materials: online, mobile app, and printed; online and printed toolkits and "how to" resources; postage; virtual forums and one-to-one virtual meetings; resources to present materials at conferences, parent meetings, and through multiple events and venues of partner agencies (in person and virtual).
- Support state agency partners and elected officials to continue the functions of the steering committee to advise and guide the program.
- Maintain agency and program website links to ensure accuracy and functionality and provide updates as needed, working with agency partners, platform vendors and IT company
- Provide ongoing research to update resources, add needed information (securing user and partner agreements), addressing priorities.
- Other duties as assigned.