

**TOWNSHIP OF OCEAN
DEPARTMENT OF HUMAN SERVICES
JOB DESCRIPTION**

JOB TITLE: ***OUTREACH COORDINATOR***

HOURLY RATE: \$15.00 - \$20.00/hr.
15 - 20 hours/week as needed

APPLY TO: Township of Ocean Dept. of Human Services
601 Deal Rd.
Ocean NJ 07712
732-531-2600
Apply by 2/26/16; job application is available at www.oceantwp.org
Return completed application to Dept. of Human Services (address above) or fax to 732-517-8567.

GENERAL PURPOSE:

Publicize programs and services offered through the Department of Human Services by developing and implementing marketing and advertising campaigns.

GENERAL DESCRIPTION OF RESPONSIBILITIES:

- Regularly meet with department directors to determine current marketing needs as they vary seasonally.
- Research and recommend potential cost effective opportunities for publicizing programs and services.
- Prepare and submit press releases for local news media.
- Assist with the development of display ads.
- Assist with the development and printing of program brochures.
- Review and recommend updates to Department web pages.
- Assist with monitoring usage data.
- Assist with managing Department Twitter account
- Assist with overseeing Department FaceBook account
- Assist with other publicity efforts coordinated through the Township Manager's office (Township Calendar, Township Newsletters)
- Communicate with other municipal Departments for access to available resources (Ocean TV station, other Twitter/FaceBook accounts, etc.)
- Hours will vary based on seasonal needs of Department

QUALIFICATIONS:

- B.A. in Marketing or Business preferred
- Creative and innovative
- Computer knowledge to include PowerPoint, Microsoft Office and other programs relative to development of marketing resources.
- Strong communication skills
- Good attention to detail