

Job Description

Position: Community Engagement Coordinator

Reports to: Program Manager

Primary Location: Connections Work

Classification: G2 – Program Coordination

Creation/Revision Date: 05/11/2026

Job Summary:

The Community Engagement Coordinator is a dynamic, outward-facing role responsible for driving program awareness, participant recruitment, and community engagement. This position leads outreach efforts through partnerships, events, and targeted communications to support consistent program enrollment and expand the agency's reach.

The Community Engagement Coordinator manages social media, email marketing, and website content to highlight program impact and promote initiatives, while also coordinating volunteers and supporting key programs and events. From developing compelling success stories to organizing donation drives and community activities, this role helps bring the agency's mission to life and strengthens its connection to the community.

Agency Culture and Values:

At Connections Work, we have core beliefs and behaviors that define our culture. We believe that all people have value, mistakes do not define us, how we show up each day is critical to our success, and psychological safety is a basic human need. We believe that not everyone has the same opportunities, and that positive change is possible through hope, opportunity and second chances.

All employees, leaders, members of the Board of Directors and volunteers are all encouraged to embed these beliefs into their practices, policies, procedures, decisions, and interactions at Connections Work, and model our defined behaviors that stem from these beliefs.

Essential Functions:

To perform this position successfully, an individual must be able to perform each essential function satisfactorily. The requirements are representative of the knowledge, skill, ability, and behaviors required. Reasonable accommodation may be made.

1. Coordinate efforts to recruit participants for agency programs through outreach to partner agencies, attendance at community events, and targeted outreach via posters, social media, and other

communication channels. Play a key role in ensuring consistent program enrollment and supporting the agency's ability to meet enrollment goals.

2. Coordinate volunteer efforts including recruitment, screening, training, and placement of volunteers for participation in all activities requiring volunteers; Career Fairs, mock interviews, Mother's/Father's Voice Program, Reentry Simulations, and the Pardon Project. Maintain ongoing relationships with volunteers to encourage continued engagement and strengthen their connection to the agency's mission.
3. Create, curate, and manage engaging content across the agency's social media platforms to increase awareness, highlight program impact, and promote events and initiatives. Monitor accounts regularly, respond to inquiries, and track engagement metrics to inform and refine outreach strategies.
4. Coordinate the collection of success stories from staff on a regular basis and develop them into compelling content for use in marketing, outreach, and funder communications.
5. Coordinate donation drives and community engagement efforts to ensure consistent availability of books for Mother's/Father's Voice Program and hygiene and other essential items provided to clients.
6. Assist with maintaining and updating the agency's website to ensure content is current, accurate, and aligned with organizational messaging, branding, and program priorities.
7. Manage the Constant Contact database, including maintaining contact lists and segmentation, and develop, design, and distribute email communications such as newsletters, announcements, and targeted outreach campaigns.
8. Coordinate agency participation in and assist with speaking engagements, community events, job fairs, and resource fairs to increase visibility, build partnerships, and support participant recruitment efforts.
9. Update and coordinate the graphic design of agency flyers, outreach materials, and PowerPoint presentations to ensure consistency and professionalism across all platforms.
10. Coordinate the Mother's/Father's Voice Program, including maintaining the schedule of volunteers for each session, ensuring materials and equipment are prepared, communicating with BCJS staff, and managing the downloading and distribution of program books and recordings.
11. Assist with the development of content for the Annual Breakfast Program and Annual Report, helping to showcase program outcomes and organizational impact.
12. Serve on the Celebration Committee, actively participating in meeting team goals.
13. Attend and actively participate in applicable team meetings, contributing ideas and feedback to strengthen outreach and engagement strategies.
14. Provide backup support to the reception desk as needed to ensure a welcoming and professional experience for clients and visitors.

Special Requirements:

1. Bilingual in English and Spanish is a plus.
2. Experience with digital and marketing platforms such as Canva, Wix, and Hootsuite, along with proficiency in Microsoft Office (Excel, Word, PowerPoint, Outlook), is a plus.
3. A valid Driver's License, access to a vehicle, and the ability to travel to and work at various locations as needed in order to conduct agency business is required. Some locations require working within the confines of a secure facility and in close contact with residents thereof.
4. Valid personal vehicle insurance is required.

5. Clearance authorization through the Berks County Jail System (BCJS) is required. Connections Work will process the clearance request.
6. Clearance authorization through the Pennsylvania Department of Corrections Center (PA DOC) is a plus. Connections Work will process the clearance request as needed.
7. Ability to work after agency office hours, as needed for special events is required.
8. Completion of ongoing training and/or certifications as required for position is required.
9. Ability to abide by the policies and procedures detailed in the Connections Work Personnel Policies and Procedures Manual, the relevant sections of the PADO and the PBPP Code of Ethics, Codes of Conduct and PREA Standards, and the relevant sections of the BCJS manual is required.

Additional Responsibilities:

1. Perform any related duties as directed by leadership.
2. Keep professional relations at a high standard with Connections Work, Berks County Jail System (BCJS), the PA DOC, the PBPP, RMCTC, Goggleworks, and other service providers, criminal and juvenile justice system officials, volunteers, mentors, partners and related professionals.

Note: The statements herein are intended to describe the general nature and level of work being performed but are not to be seen as a complete list of responsibilities, duties, and skills required of personnel so classified. Also, they do not establish a contract for employment and are subject to change at the discretion of Connections Work. Connections Work is an equal opportunity employer.

COMMUNITY CONNECTIONS COORDINATOR

– Signature / Date

PRINTED NAME

PROGRAM MANAGER

– Signature / Date

PRINTED NAME