

## **JOB DESCRIPTION**

**Title:** Manager, Domestic (Birth Parent) Outreach

**Reports to:** Director, Marketing & Communications;  
Director, Adoption Programs & Humanitarian Aid

**Department:** Marketing & Outreach

### **I. Primary Purpose**

This position will be responsible for leading outreach and reporting efforts targeting the full range of providers serving women facing an unplanned pregnancy and their families. Working closely with the Domestic Adoption Program team as directed, the candidate will develop and analyze strategies focusing on women's health and the role that adoption plays in their spectrum of choices.

This individual will work collaboratively across departments to build and extend relationships with hospitals, health clinics, social service organizations etc.

This candidate must be comfortable with public speaking, training and project management as well as analytics. The ideal candidate will be able to build, foster and nurture coalitions with different organizations and maintain internal and external relationships.

### **II. Key Performance Indicators**

#### **1. Outreach:**

- a. Collaborate with Marketing team and Domestic Adoption Program team to develop and implement outreach strategy to reach women in need of free, unbiased pregnancy options counseling in the NYC area
- b. Participate in organizations and groups that serve women facing an unplanned pregnancy
- c. Participate in conferences and networking events related to adoption, women's issues and/or maternal health

#### **2. Research and referrals:**

- a. Create and maintain strong relationships with referral sources in the tristate area
- b. Maintain database of referral sources and track outreach efforts
- c. Research, track, evaluate and report on trends in referrals of birth parents

#### **3. Marketing/Training:**

- a. Collaborate with Domestic Adoption Program team and Marketing department to develop relevant and compelling print/digital collateral to raise awareness of adoption and Spence-Chapin services
- b. Promote understanding of adoption and birth parent services provided by Spence-Chapin through producing and conducting in-service educational trainings to hospitals, women's health centers and other social service providers in the tristate area
- c. Help train and onboard staff as needed for in-services and data entry/communication related to birth parent outreach
- d. Other duties may be assigned as needed

### **III. Education & Experience**

- Bachelor's degree in Social Work, Public Health, or relevant field required; (MSW a plus)
- NY or NJ driver's license required
- Prior experience with community outreach preferred
- Bi-lingual (Spanish or Mandarin) strongly preferred

**IV. Technical Skills**

1. MS Office – Proficiency in Excel, Word, and PowerPoint
2. Proficiency in database marketing and social media platforms
3. Analytical skills preferred

**V. Key Competencies**

1. Knowledge of adoption or women's health field
2. Knowledge of hospital and healthcare systems preferred
3. Excellent organizational skills, including the ability to prioritize workload, administer, and resolve problems
4. Strong problem-solving skills; excellent interpersonal skills
5. Excellent oral and written communication skills
6. Strong public speaking and presentation skills
7. Must be able to travel within the tristate area
8. Ability to work both collaboratively and independently