

## JOB DESCRIPTION

**Position:** Site Development Specialist

**Status:** Exempt/Full-Time

**Supervisor's Title:** Deputy Director, Healthy Families America

**Date:** January 2021

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### **Purpose:**

Prevent Child Abuse America (PCA America) is a leading champion for all children in the United States. Founded in 1972, we are the nation's oldest and largest organization dedicated to the primary prevention of child abuse and neglect, working to actively prevent all forms of child abuse and neglect *before it happens*. Our success is founded on a nationwide network of state chapters and nearly 600 Healthy Families America (HFA) home visiting sites. We also conduct, translate, and disseminate innovative research based on science that our vast network then puts into action. And we raise public awareness and advocate for family friendly policies at the national, state, and local levels to support transformative programs and promote the conditions and contexts that help children, families, and communities across the country thrive.

### **Primary Objective:**

The Mission of Prevent Child Abuse America is to prevent the abuse and neglect of our nation's children. HFA contributes to the organization's mission as an evidence-based home visiting model supporting families throughout the country and internationally. **The HFA Site Development Specialist provides community outreach and engagement, supporting the growth and affiliation of new HFA sites.** Nearly 70,000 families are served each year by nearly 600 affiliate HFA sites around the country. The HFA National Office is responsible for providing technical assistance, training, quality assurance and accreditation to its network of affiliate sites and state systems.

### **Responsibilities:**

#### **Build awareness of the HFA model:**

- Develop affiliation materials for the HFA website and develop compelling online marketing strategies that reach the target audience of potential new affiliates
- Expand HFA's presence domestically, both within states where HFA already exists and in states it does not exist
- Collaborate with marketing, communications, and public policy teams to increase impact of outreach and marketing efforts

#### **Engage those with interest in HFA implementation:**

- Cultivate new growth of HFA sites and facilitate local buy-in through successful marketing and relationship-building efforts
- Communicate with state and local level leadership to support planning and site development activity
- Follow-up regularly with all leads to increase likelihood of affiliation

**Support affiliates in start-up planning:**

- Provide support to prospective sites on topics such as strategic planning, funding diversification, staff recruitment and retention, community advisory boards, and model start-up
- Provide instruction on the affiliation process including application, fees, implementation plan, use of logo, licensing agreement and HFAST

**Participate in ongoing organizational initiatives:**

- Provide support for PCAA/HFA National Conference(s)
- Attend the Training & Technical Assistance meetings and All-Staff meetings
- Other duties as assigned

**Qualifications:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Required Education and Experience:**

- Minimum of High School Diploma, Associate's or Bachelor's degree preferred
- Proficiency with Microsoft Office products, including Word, Excel, PowerPoint, Access, Publisher, and Outlook email
- Ability to operate a variety of office equipment such as a personal computer, telephone, printer, copier, scanner and facsimile machine
- Authorized to legally work for any employer in the United States
- Willingness to submit to any requested background checks
- Fluent in English, proficiency in a second language is a plus
- Experience with Healthy Families America, preferred
- Experience with technology and systems development, preferred

**Additional Requirements:**

- **Behave Ethically:** Understand ethical behavior and business practices and ensure that own behavior and the behavior of others is consistent with these standards and aligns with the values of the organization.
- **Adaptability:** Demonstrate a willingness to be flexible, versatile and/or tolerant in a changing work environment while maintaining effectiveness and efficiency.
- **Build Relationships:** Establish and maintain positive working relationships with others, both internally and externally, to achieve the goals of the organization.
- **Communicate Effectively:** Speak, listen and write in a clear, thorough and timely manner using appropriate and effective communication tools and techniques.

- Creativity/Innovation: Develop new and unique ways to improve operations of the organization and to create new opportunities.
- Make Decisions: Assess situations to determine the importance, urgency and risks, and make clear decisions which are timely and in the best interests of the department.
- Solve Problems: Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem.
- Think Strategically: Assesses options and actions based on trends and conditions in the environment, and the vision and values of the organization
- Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to write correspondence that conforms to prescribed style and format. Ability to effectively present information to top management, public groups, and/or boards of directors.
- Ability to work with mathematical concepts such as probability and statistical inference. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.
- Ability to define problems, collect data, establish facts, and draw valid conclusions Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables

**Compensation:**

- Salary is commensurate with educational and professional experience.
- Benefits include health, dental, life, vision, and disability insurance, plus 401(k).
- Each full-time employee receives paid holidays, sick days, vacation days, and personal days in accordance with PCA America employee handbook.

**Work Environment:**

Work is performed in an office environment. The noise level in the work environment is usually moderate. The work environment characteristics described here are representative of those individual encounters while performing the essential functions of this position. This may be a remote position. If outside the Chicago area, staff must maintain an office with internet and telephone, and be able to complete bulk copying, compiling and shipping. A computer and printer are provided.

While performing the duties of this job, the employee is frequently required to sit, stand, talk, and/or hear, and/or use hands to finger, handle, or touch objects, tools, or controls. The employee must occasionally walk, lift and/or move up to 10 pounds while moving files or small packages. This position may occasionally lift and/or move up to 25 pounds while moving items. Capacity to spend significant time each day on a computer. Specific vision abilities required by this job include close vision and the ability to adjust focus. Specific requirements described here are representative of those that must be met by an individual to successfully perform the essential functions of this position.



Persons with mental or physical disabilities as defined by the Americans With Disabilities Act are eligible for this position as long as they can perform the essential functions of the job after reasonable accommodations are made to their known limitations. If the accommodation cannot be made because it would cause the employer undue hardship, such persons may not be eligible for this position.

**Travel Required:** Must be able to travel out of state quarterly.

**Other Duties:** Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

**Employee Acknowledgement:** I have read the above job description and I understand and accept the responsibilities and requirements for this position. I also understand and agree that such requirements may be amended and/or adjusted at any time, and that the job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job.

Prevent Child Abuse America. provides equal employment opportunity to all individuals. We do not discriminate on the basis of race, color, religion, sex, gender identity/gender expression, sexual orientation, marital status, pregnancy, age, national origin, veteran status, disability or any other characteristic protected by state, federal, or local law.

<b>Employee Printed Name:</b>	
<b>Employee Signature:</b>	<b>Date:</b>