



# VisionLink

Connecting people with vision loss  
to resources for life.

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| Job Title: Community Outreach Specialist  | FLSA (Exempt/Nonexempt): Non- Exempt<br>Full time or Part time |
| Manager: Director of Community Engagement | Department:  |
| Date: March 2023<br>Revised:              |  |

Caring is at our Core!

### **Our Vision:**

VisionLink seeks to inspire all who are living with vision loss to thrive.

### **Our Mission:**

VisionLink is dedicated to assisting all who are living with vision loss to achieve greater independence through excellence in education and wrap-around support services that advance necessary skills and establish meaningful community connections. VisionLink is committed to collaborating with local, regional and national partners to broaden access to resources and opportunities that enable those we serve to live their lives to the fullest.

### **Our commitment to Diversity, Equity, and Inclusion:**

VisionLink is fully committed to diversity, equity and inclusion. We embrace the diversity within our organization and within the multi-faceted community we serve. We embrace the principles of equity, fairness, and inclusion and we remain committed to best practices for providing anyone, anywhere on the vision loss continuum with the education, tools, and wrap-around services that they need to navigate their communities, manage their specific visual challenges, and live their fullest lives.

At VisionLink we realize that there are many forms of diversity including racial, gender, sexual identity, cultural, religious, economic, ability and disability, and we work diligently to be open and welcoming to all. Our work is collaborative – with those we serve, with our professional staff, with healthcare professionals, with community partner organizations, and with other human services agencies regionally and nationally. We believe that this collaborative framework, across disciplines and communities, as well as our commitment to serving those with vision loss makes our organizational efforts more diverse, more equitable, more inclusive, and more sustainable over time.

### **Job Summary:**

Reporting to the Director of Community Engagement, the Community Outreach Specialist is responsible for the implementation of VisionLink professional outreach to community partners, medical providers, employers, and other settings. The Community Outreach Specialist engages in community relationships to promote knowledge and collaborations. The Specialist actively supports the promotion of VisionLink's mission.

**Essential Functions:**

- Conduct public education, outreach, and community training events as assigned by Director of Community Engagement
- Effectively communicate the mission of VisionLink with prospective referral sources, clients, and the community at-large
- Distribute VisionLink promotional materials
- Identify organizations and potential community partners and share information with VisionLink leadership
- Maintain data and provide reports on outcomes of events, programs and community needs
- Perform special projects and other duties as assigned.

**Managerial Responsibilities:**

- N/A

**Key Performance Expectations:**

- Treats all individuals with courtesy and respect at all times
- Establishes and maintains good working relationships and partnerships
- Is open to differences, ideas and suggestions
- Communicates effectively
- Makes and keeps commitments
- Adheres to established policies and procedures
- Does not participate in non-productive activities or conversations

**Qualifications:**

- Bachelor's Degree
- Minimum of 2-3 years of professional experience in community outreach and engagement, business development, and/or marketing and communications, including direct experience working in or with nonprofits
- Demonstrated success in community engagement and mobilization
- Strong interpersonal and relationship building skills, with the demonstrated ability to engage and influence others
- Superior oral and written communications skills. Ability to effectively understand and communicate complex information with different audiences

**Other:**

The above is intended to describe the general content and requirements for the performance for this position. It is not to be construed as the exhaustive statement of duties, responsibilities, or requirements. I have read the Community Outreach Specialist job description and understand the functions and objectives of the position.

We believe all individuals participating in VisionLink programming should take part in the development of personal goals tailored to how they wish to live and function with the level of vision they possess. Participants should be supported to learn new skills to help achieve their goals based on the best practices instituted and approved by VisionLink. As a member of the team, you agree to promote and not deviate from the teaching curriculum of VisionLink.