



## **Position Description: 4K Outreach Coordinator**

### **Organization**

Created by the SC General Assembly in 1999, South Carolina First Steps to School Readiness is the state's comprehensive early childhood education agency and a 501(c)3 nonprofit organization. SC First Steps (SCFS) takes a holistic approach to accomplishing our mission of preparing all kids for success in school, work and life, offering services that improve children's health, strengthen families, expand access to quality child care, increase participation in four-year-old kindergarten (4K) programs and help transition rising kindergartners into school. Through a network of 46 affiliates, called "local partnerships," SCFS reaches children 0-5 and their families in every county of the state. With funding from the state, annually, SCFS provides over 2200 four-year-olds with access to Pre-K 4 across 64 school districts. SCFS is a public-private partnership with the ability to leverage state, federal and private funds to accomplish our state-wide mission. In addition to developing, funding and supporting programs and initiatives statewide, South Carolina First Steps also operates as a connector and convener serving as the Early Childhood Advisory Council for the state of South Carolina. In this capacity, the work of First Steps includes integrating government and private systems to ensure all children begin school ready to success. The diverse workforce that makes up the 50+ member team at SCFS includes salaried and hourly positions and is governed by a State Board of Trustees. Our office is in downtown Columbia, SC. As SCFS is a state-wide organization, some positions are remote, and some require travel.

### **Team: Child Early Reading Development and Education Program (CERDEP) – 4K Program**

The Child Early Reading Development and Education Program (CERDEP) was created as a pilot program in 2006 and codified alongside the state's Read to Succeed legislation (Act 284) in June 2014. Previously, the program was called the Child Development Education Pilot Program (CDEPP). The original pilot program was established by our legislature in response to Abbeville County School District, et. al. v. South Carolina, a school equity funding lawsuit brought by rural school districts. Children who qualify for free- or reduced-price lunch, those receiving Medicaid, or those with a documented developmental delay were eligible to participate in CERDEP.

CERDEP is co-administered in private preschool settings by South Carolina First Steps to School Readiness (First Steps), the state's school readiness initiative. In these private settings, First Steps' Regional 4K Coordinators make announced and unannounced monitoring and technical assistance visits twice monthly to private CERDEP classrooms. These visits include unannounced evaluative monitoring using classroom quality tools, as well as measures of curricular fidelity, with reflecting, goal setting and action plans for programs.

### **Position Description**

Reporting to the SC First Steps 4K Director, the 4K Outreach Coordinator will lead the agency's efforts to increase enrollment in First Steps 4K by marketing and promoting the program, building awareness of

the program, creatively and systematically finding ways to break down barriers to access to the program, and developing and retaining needed First Steps 4K slots.

## **Responsibilities**

### **General**

- Develop and oversee First Steps 4K marketing, communications, public relations and parent / family / caregiver outreach plan
- Build awareness of First Steps 4K and develop strong, lasting referral partners and program advocates with: parents / families /caregivers, childcare providers, educational institutions including public schools and Head Start providers, community-based organizations and nonprofits, faith-based organizations and places of worship, state and local agencies, government entities and system navigators.
- Oversee a peer-to-peer outreach and enrollment strategy and support fundraising and development efforts within the organization to include the development of private resources, in-kind donations and volunteer engagement.
- Collaborate with other members of Palmetto Pre-K, building and strengthening bridges with other subsidized programs for 4-year-olds to ensure all families of eligible children have access to information about which programs they are eligible for, what the program options are, and how they can enroll in a program that best meets their family's needs.
- Support the First Steps 4K State Director and regional coordinators in their efforts to recruit and retain needed 4K slots by building local buy-in, supporting outreach and communications efforts to potential 4K providers, and developing and maintaining ongoing communication with existing 4K providers (i.e. through a regular newsletter, social media, meetings, and webinars, etc.)
- In connection with the local partnership team, develop and implement strategies to enlist and maintain the engagement and support of First Steps Local Partnerships in promoting First Steps 4K to potential providers and to potential program participants.
- Provide communications support to the 4K team for other projects and other duties as assigned.
- Other duties as assigned.

### **Community Engagement**

- Assist the First Steps 4K team in planning and executing community events to engage people as supporters—volunteers, donors, partners—of First Steps 4K.
- Ensure SC First Steps is well represented at events in the community. Speak on behalf of SC First Steps at community functions and coordinate the appearances of other SC First Steps 4K team members, partners, supporters, and clients to speak on behalf of SC First Steps 4K.
- Build partnerships and link the agency with allies including other nonprofits, state agencies, and funders.
- Support legislative efforts, including developing materials for agency responses to inquiries.
- Build relationships with current and potential supporters and facilitate their engagement with volunteer, donation, and partnership opportunities.
- Coordinate internal resources to be responsive to supporters seeking to engage as volunteers, donors, or partners.
- Help ensure the integrations of systems for enrollment in programs (i.e. 4K).

## Qualifications

- Minimum of a B.A. degree.
- At least 5 years of relevant professional experience.
- Knowledge of the SC First Steps 4K program.
- Experience developing and implementing communications and/or public relations strategies.
- Experience managing projects.
- Experience with event planning, fundraising, and/or development.
- Excellent writing/editing and verbal communication skills, including public speaking skills.
- Excellent digital and computer skills, for example experience with database management, graphic design, communications software applications, social media, website maintenance, etc.
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently.
- Relationship builder with the flexibility and finesse to “manage by influence.”
- High energy, maturity, and leadership skills with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels.
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, local affiliates (partnerships), childcare partners, volunteers, donors, and clients.
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives.
- Must be trustworthy, hard-working, positive, a team-player, and dedicated to the mission of SC First Steps.

## Other Requirements

- Must possess a valid driver’s license and vehicle to use in performance of job. Position requires some travel within South Carolina.
- Must be able to pass criminal background and child and adult maltreatment screens and a pre-employment drug screen.
- Ability to lift up to 25 pounds

## Benefits:

This position is eligible for a variety of benefits from a comprehensive health and dental insurance program to a solid and secure retirement system. The State of South Carolina offers a competitive benefits program for state employees.

SC First Steps is an equal opportunity employer.

SC First Steps is a drug-free workplace.

**To apply, submit your cover letter and resume to Samantha Ingram at [HR@scfirststeps.org](mailto:HR@scfirststeps.org).**