

Outreach Educator / Marketing Assistant

Full-Time | Temporary | \$38,500 annually

Reports to: Executive Director

Location: Rome, GA (serving Bartow, Chattooga, Floyd, and Polk Counties)

Position Summary

The Outreach Educator / Marketing Assistant is a dynamic, full-time position responsible for advancing the mission of the Sexual Assault Center of Northwest Georgia (SACNWGA) through community education, outreach, fundraising, and creative marketing.

This position dedicates approximately **45%** of time to marketing, event coordination and social media management, **40%** to prevention education and community outreach, and **15%** to direct victim services.

The ideal candidate is a positive, team-oriented professional who thrives in a fast-paced, collaborative environment, demonstrates initiative and creativity, and is passionate about raising awareness and providing compassionate services to survivors of sexual assault.

Key Responsibilities

Marketing & Event Coordination (45%)

- Create and design compelling content for social media, print, and digital platforms aligned with agency campaigns and branding standards.
- Collaborate with the Executive Director to develop and implement awareness and marketing campaigns.
- Coordinate and support special events and awareness initiatives, including all fundraising events, **Sexual Assault Awareness Month** and **Teen Dating Violence Awareness Month**. Assist in planning and executing community and fundraising events; coordinate communications with partners, sponsors, and donors.
- Prepare and distribute press releases, newsletters, and promotional materials, as directed.
- Develop creative themes, graphics, and publications to increase visibility and community engagement.

Outreach & Education (40%)

- Deliver engaging prevention education programs to children, adolescents, college students, and community groups.
- Represent SACNWGA at community events, health fairs, and outreach activities.
- Build and maintain relationships with schools, civic organizations, healthcare providers, law enforcement, and other community partners.

- Plan and conduct professional training sessions related to sexual violence prevention and response.
- Evaluate program feedback and recommend adjustments based on community needs.
- Identify and implement outreach strategies for underserved populations, including rural and multicultural communities.

Direct Victim Services (15%)

- Provide crisis intervention, legal advocacy, and emotional support to survivors of sexual assault.
- Participate in the on-call advocacy rotation, taking a minimum of **five (5) 24-hour shifts per month**, including holidays and weekends, to ensure 24/7 advocacy coverage.
- Accompany survivors to forensic medical exams, interviews, and court proceedings.
- Serve as a liaison among victims, law enforcement, healthcare providers, and prosecution to ensure a continuum of care.
- Maintain accurate and confidential client records and submit required documentation and statistical data.
- Assist with follow-up services, information and referrals, and coordination of ongoing support.

Additional Responsibilities

- Participate in all agency meetings, trainings, and community coalitions as assigned.
- Assist with volunteer and intern training.
- Support outreach and service delivery in SACNWGA's satellite offices.
- Participate in agency fundraising and awareness events as needed
- Perform additional duties as assigned by the Executive Director.

Minimum Qualifications

- Bachelor's degree, preferably in a related field
- Experience in victim services, community education, or marketing preferred\
- **Bilingual (English/Spanish) preferred but not required**
- Proficient in **Adobe Creative Cloud Suite including Adobe Photoshop and Adobe InDesign**
- Experience with **event coordination** and public speaking to groups of all sizes.
- Strong writing, editing, and design skills.
- Proficiency in **Google Docs, Sheets, Slides**
- Excellent organizational, multitasking, and time-management abilities.
- Strong interpersonal and communication skills with a compassionate, non-judgmental attitude.
- Ability to maintain confidentiality and professionalism at all times.
- Knowledge of issues surrounding sexual violence and trauma-informed care principles.
- Willingness to work nights, weekends, and holidays as needed.
- Ability to travel throughout the four-county service area (Bartow, Chattooga, Floyd, and Polk Counties).
- Must maintain a personal cell phone for work use.
- Attributes: dependable, kind, patient, honest, adaptable, self-motivated, and collaborative.

Compensation & Benefits

- **Starting Salary:** \$38,500 annually
- **Benefits Include:**
 - Paid time off and paid sick leave
 - Compensatory time
 - Health and wellness stipend *temporary based on funding
 - Cell phone stipend *temporary based on funding
 - Supportive, team-oriented work environment
 - Eligibility to enroll in a 401(k) plan

About the Organization

The **Sexual Assault Center of Northwest Georgia, Inc.** is a nonprofit organization dedicated to providing crisis intervention, advocacy, and prevention education to survivors of sexual assault and their loved ones. We serve **Floyd, Bartow, Chattooga, and Polk Counties** with compassion, professionalism, and a commitment to creating a community free from sexual violence.