

SMART START OF NEW HANOVER COUNTY
JOB DESCRIPTION

Job Title: Early Literacy Specialist
FLSA Status: Non-exempt; Part-Time

Summary:

The Early Literacy Specialist works to coordinate both *the Dolly Parton Imagination Library* program and the *Reach Out and Read* program ensuring both program meet all mandated requirements, are promoted in the community, and ensuring that the needs of participating parents and medical practices are addressed.

Essential Duties:

- Perform a broad range of duties to develop or enhance Smart Start’s mission and relationships in the community;
- Support the effective implementation of the *Reach Out and Read* programs in participating medical practices.
 - Establish relationships with the medical practices, including with the office “champion”
 - Help staff implementing ROR to understand and meet the required National ROR guidelines
 - Order, prepare, and deliver books as needed
 - Review performance data submitted by practices
 - Assist with creating literacy rich waiting areas
- Support the effective implementation of the *Dolly Parton Imagination Library* program.
 - Assist parents who email or call to update their status or answer other questions
 - Assist with advertising the program on TV or Radio as funds permit
 - Assist with the creation and distribution of outreach materials
 - Connect with local post offices as needed when delivery issues arise
- Participate, as time allows, in community events to promote early literacy
- Maintain all records and documents, as required
- Perform other duties as assigned.

Education:

Associate’s Degree in marketing, communications, social work, early childhood education or closely related field.

Experience:

At least 2 years of experience working in marketing, outreach, or community education. Knowledge of early literacy, child development and/or family systems a plus.

Knowledge, Skills and Abilities:

- Strong interpersonal skills
- Computer competency in Microsoft Office suite of programs and ability to learn other data entry programs.

- Ability to communicate to people from diverse backgrounds, life experiences, and understanding of early childhood systems
- Strong organizational, record keeping and planning skills
- Strong written and oral skills for both long and short form communication
- Ability to work both independently and in teams
- Ability to both take initiative and work within a system
- Ability to travel and valid driver's license.

Physical Requirements:

Ability to meet the daily duties involved with this position may include sitting or standing for long periods; computer keyboarding, make use of close vision for reading and preparing reports, assist with the physical set up and preparations for special event, and lifting of up to 25 pounds.

Mental Requirements:

Attention to detail and ability to concentrate for extended periods allowing for some interruption; and requires normal mental capacity and adaptability.