

# CHILDREN'S HOME SOCIETY

Sioux Falls

---

Job Title: **Education & Public Awareness Specialist**  
Reports To: **Advocacy and Prevention Program Director**  
Supervises: **N/A**  
Exemption Status: **Exempt (Professional)**

## **Job Purpose:**

To execute education and public awareness efforts in accordance with the organization's Mission Statement and Core Values.

## **Essential Functions and Typical Tasks:**

I. **Function:** Execute Eastern South Dakota Education & Public Awareness Mission:

### A. **Typical Tasks:**

1. Conduct trainings and presentations in Eastern South Dakota, with extended travel as required.
2. Research, develop, and regularly update education curriculums to be presented to professionals working with children, including but not limited to youth-serving organizations, medical professionals, school personnel, and law enforcement agencies.
3. Research, develop, and regularly update education curriculum to be presented to children and teens about child abuse, domestic violence, and safety.
4. Provide support through in person meetings, webinars, and phone calls to include skill development trainings for Prevention Program Trainer Cohorts.
5. Promote the "Adverse Childhood Experiences", "Enough Abuse", and all approved CHS trainings to professional organizations and the general public as a principal education and awareness tool for all adults in South Dakota.
6. Serve as a trainer for Common Sense Parenting Training, Health Dating, Domestic Violence prevention and other Children's Inn trainings in Sioux Falls.
7. Track the numbers of youth and adults educated and outcomes of the education.
8. Work with Prevention Program partners by participating in the development of an annual broad public awareness campaign associated with child abuse awareness, prevention, and appropriate response throughout South Dakota.
9. Assist with fundraising activities for the Children's' Home Society, under the guidance of the Children's Home Foundation staff.

### B. **Performance Meets Satisfactory Expectations When:**

1. Presentation reviews are consistently rated positively by adult participants in regard to educational value and preparing them to better respond to child abuse.
2. Presentation reviews are consistently rated positively by youth in regard to improving their awareness about child abuse and importance of disclosing child abuse.
3. New trainings are developed to meet emerging needs.
4. Training calendar and tracking is maintained in a timely fashion.
5. Requests for trainings are followed up with in a timely fashion.

# CHILDREN'S HOME SOCIETY

Sioux Falls

- 
6. Partnerships are identified and a list of recurring trainings is developed.
  7. New potential training sites are identified and recruited.

II. Function: May engage in special meetings/fundraiser events.

A. Typical Tasks:

1. Participate in the planning and coordination of conferences, fundraisers, and other special events as they arise.
2. Establish and maintain community connections.
3. Sit on statewide/local boards that address child abuse prevention work.

B. Performance Meets Satisfactory Expectations When:

1. Feedback regarding efforts is consistently positive.

**Experience/Education/Skills:**

Bachelor's Degree in Human Services related field required. Master's Degree in Human Services preferred. Knowledge of normal child development, adult learning styles, and dynamics of abuse preferred. Prior experience working with developmental trauma, child protection, or other related field experience preferred.

**Required Competencies:**

- A. COMMUNICATION METHODS – Must be comfortable with public speaking in small and large venues. Must be able to get important points across to adults and children. Understands the needs of children in crisis. Listens carefully to complex issues in order to effectively respond. Difficult and sensitive issues require careful articulation so as to preserve a relationship or to prevent misunderstanding and potential liability to the Agency. Written and oral communication important. Educates and mentors other trainers.
- B. INDEPENDENT SELF-DIRECTION – Must be able to fulfill the responsibilities of the position with little or no supervision and under often stressful conditions. Assesses priorities and changing needs. Makes prudent decisions.
- C. CLIENT/PUBLIC INTERACTIONS – Must be able to provide courteous and respectful personal attention to promote individual client satisfaction and the public perception and reputation of the Agency. Recognizes and promotes individual, racial and cultural diversity.
- D. PROFESSIONAL/ETHICAL CONDUCT – Must be able to conduct oneself in a manner that promotes professionalism and teamwork throughout the Agency, setting an example for others to follow. Responsibility for highly confidential and sensitive information requires ethics and professionalism beyond reproach.
- E. TIME MANAGEMENT, USE OF WORK TIME – Must be able to organize and prioritize tasks to maximize productive results. Deadlines are met and services expediently delivered.
- F. TEAMWORK METHODS, TEAM MEMBERSHIP RELATIONSHIPS – Must be able to contribute as a team member so as to promote the achievement of team goals. Cooperatively and respectfully interacts with other team members to encourage positive results. Actively participates in the necessary tasks of the team and vocally shares ideas.

# CHILDREN'S HOME SOCIETY

Sioux Falls

---

## **Physical Demands and Work Environment:**

Normal office environment. Some travel required.

This position description is meant to describe the typical kinds of duties or difficulty level that may be required of positions with this title. The use of a particular expression shall not limit or exclude other duties or difficulty levels not mentioned. This position description is not meant to limit or modify the organization's right to assign, direct or control the work assigned to this position. It is possible that each responsibility may not be assigned to each employee.