



Job Title/Position: ***RC Relations Specialist***

ESSENTIAL JOB FUNCTIONS/RESPONSIBILITIES

1. Building and retaining strong relationships with regional center staff
2. Event coordination, planning, and execution
3. Public Relations; creating, managing and promoting Premier with the goal of enriching the company's position, brand, and client loyalty
4. Formulate strategic marketing initiatives to increase brand recognition and equity within region
5. Identify, develop and execute communication strategies and key contacts
6. Plan and produce informational material for In-Services and Resource Fairs
7. Present educational In-Services for regional center staff as well as other public audiences
8. Resolve sensitive inquiries and/or complaints from Regional Center staff, families and persons receiving services
9. Establish and maintain cooperative relationships with representatives of community, participants, care providers, and public advocacy groups.
10. Daily logging of marketing activities in database
11. Visit Regional Centers and meet with Service Coordinators to evaluate customer service satisfaction, improvement and potential issues with services.
12. Further the agenda of Self Determination
13. Attend Self-Determination Program meetings
14. Identify potential areas for growth
15. Attend workshops, expositions, conferences and marketing meetings as needed and/or required
16. Act as liaison to internal and external organizations (RC and non RC)
17. Plan marketing strategies to promote community involvement in events
18. Attend Provider Advisory Committee and/or Vendor Advisory Committee meetings
19. Participate in community rallies and walks
20. Perform other projects/related jobs and duties as assigned

The above statements are intended to be a representative summary of the major duties and responsibilities performed by incumbents of this job. The incumbents may be requested to perform job related tasks other than those stated in this description.



POSITION QUALIFICATIONS

1. Experience serving the California Regional Center System
2. Caring, positive and empathetic attitude
3. Excellent communication skills
4. Desire to serve the intellectually and developmentally disabled population
5. Some college
6. Bi-Lingual a plus, but not required
7. College degree a plus, but not required

Employee Signature

Date

Premier Representative

Date