



## Position Announcement

# Online Resource Specialist

**Job Title:** Online Resource Specialist

**Department:** Resource Center Communications

**Reports To:** NSVRC Communications Director

**FLSA Status:** Full Time, Non-Exempt

**Work Hours:** Primarily regular business hours

**Travel Expectations:** Limited travel required

**Salary Range:** 3- Professional 1 (Part-time, temporary position-16 months)

## Position Summary

The Online Resource Specialist is responsible for providing high-quality resources and information about preventing sexual harassment, assault, and abuse through NSVRC's website and social media platforms. Work includes writing, reviewing, and posting content and blog posts; promoting NSVRC resources and publications online; and supporting staff in using and updating NSVRC's website, which contains information in English and Spanish. The Online Resource Specialist participates in social media content production and management, as well as NSVRC projects and workgroups that relate to online content on various platforms.

## Essential Duties and Responsibilities

### ONLINE RESOURCE DEVELOPMENT/MANAGEMENT

- Participate in the management of content on NSVRC website (English and Spanish), resource listings, and databases. Provide support for website updates and troubleshooting.
- Write, develop, and review online content and blog posts consistent with best practices for writing for websites and social media. Utilize familiarity with search engine optimization (SEO).
- Develop and provide training to staff on online content management systems and accessibility requirements. Schedule and facilitate meetings related to the management of online platforms and content.

## MARKETING AND OUTREACH

- Coordinate and review NSVRC blog content to highlight NSVRC resources and timely topics and themes, including outreach to guest bloggers.
- Assist with NSVRC social networking activities and multimedia content development and promotion.
- Assist with developing and disseminating NSVRC newsletters and email marketing content.
- Assist with use of Customer-Relationship Management (CRM) software to optimize outreach and engagement of online audiences.

## GENERAL RESPONSIBILITIES

- Participate in NSVRC staff meetings and in-service training, and perform other duties as assigned by management.
- Assist with monthly, quarterly, bi-annual, and annual progress reporting regarding online activities.

## Supervisory Responsibilities

Directly supervises 0 positions. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

## Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## Education and/or Experience

Knowledge of sexual assault direct service and/or prevention. Experience in social justice, systems advocacy, and social change work relating to sexual assault. Computer skills necessary; proficiency with the Drupal content management system preferred but not required. Three years of related experience and/or training required; or equivalent combination of education and experience, such as but not limited to Associate's Degree, Bachelor's Degree, or other related certificates, continuing education, and experience. Occasional travel may be required. Candidates who identify as bicultural and bilingual in Spanish and English are encouraged to apply.

## Language Skills

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

## Mathematical Skills

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

## Reasoning Ability

Ability to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

## Requirements

1. Ability to effectively manage multiple priorities and projects simultaneously and ability to meet strict deadlines. Ability to identify and respond to shifting priorities.
2. Must be a self-starter that can work within a team and fast-paced environment and handle a variety of tasks with multiple deadlines. Must be very detail-oriented and work with minimal supervision.
3. Excellent oral and written communication skills. Must possess excellent project management, organizational and negotiation skills. Excellent customer service skills.
4. Demonstrated sensitivity and ability to collaboratively work with individuals and groups from diverse populations and organizations. Ability to maintain cooperative and professional demeanor with rape crisis centers, coalitions, agency staff/board, council members, vendors, consultants, allied professionals and the general public. Must be able to foster positive working relationships with people and create an accessible environment.
5. Must have proficiency with the technology necessary for the functions of the position.
6. Accept and abide by the mission and core values of PCAR.
7. Must complete a Pennsylvania rape crisis center sexual assault victim counselor training, within first year of employment.
8. Must possess a valid Pennsylvania driver's license, insurance, and reliable vehicle.

## Certificates, Licenses, Registrations

Not applicable.

## Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to stand, walk, sit, and talk and hear. The employee is occasionally required to use hands to finger, handle, or feel; reach with hands

and arms; climb or balance; and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, and ability to adjust focus.

## Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

## Other Duties As Required

The statements contained herein describe the scope of the responsibility and essential functions of this position but should not be considered to be an all-inclusive listing of work requirements. Individuals may perform other duties as assigned including but not limited to work in other areas to cover absences or relief to equalize peak work periods or otherwise balance the workload.

## To Apply

PCAR offers a competitive salary and benefits package. Qualified candidates are encouraged to apply online at [www.pcar.org](http://www.pcar.org) by August 28.

## Who We Are

The National Sexual Violence Resource Center (NSVRC) is the leading nonprofit in providing information and tools to prevent and respond to sexual violence. NSVRC translates research and trends into best practices that help individuals, communities and service providers achieve real and lasting change. NSVRC also works with the media to promote informed reporting. Every April, NSVRC leads Sexual Assault Awareness Month (SAAM), a campaign to educate and engage the public in addressing this widespread issue. NSVRC is also one of the three founding organizations of RALIANCE, a national, collaborative initiative dedicated to ending sexual violence in one generation.

## Equal Employment Opportunity Commission

The National Sexual Violence Resource Center provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics.