

2019 PROGRAM SPECIFICATION  
Community Impact Programs, Inc.

PROGRAM #: 517

STANDARD PROGRAM: Foster Home Recruiter and Retention Specialist

TARGET POP: Children/Youth

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YEAR: 2019

UNITS: Actuals

CLIENTS: N/A

ALLOCATION: TBD

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UNIT DEFINITION: Actual Expenses

GEOGRAPHICAL AREA TO BE SERVED: Racine County

DAYS/HRS OF SERVICE AVAILABILITY: Monday-Friday, 8:00 a.m.-5:00 p.m. with some evenings, weekends and on-call hours possible

MINIMUM STANDARDS:

Provider must agree to comply with the following terms and conditions:

- Standard contract language
- Certification standards where applicable
- Fiscal and program reporting criteria
- Allowable Cost Policy
- Audit criteria
- Policies and procedures as defined in Racine County Human Services Department Contract Administration Manual
- Maintain adequate liability coverage
- Civil Rights/Affirmative Action Policies
- Criminal background checks for staff
- Drug screening, driver's license checks and reference checks
- Human Resources Condensed Policy Manual for Student Interns, Volunteers, Temporary Agency and Contracted Staff.
- Payment of all wages, payroll taxes, worker's compensation, social security, federal and state unemployment insurance and any and all other federal and state taxes relating to the staff
- Fair Labor Standards Act
- Withholding payroll taxes, paying unemployment insurance, worker's compensation and social security contributions
- Complete performance evaluations and discipline and maintain employment records
- Recognize that authorization for services is approved by Racine County Human Services Department.
- All informational materials (program descriptions, brochures, posters, etc.) must identify it as a RCHSD program through the use of a standardized RCHSD format provided by Racine County.
- The program must be identified as a RCHSD program in all public presentations and media contacts/interviews.
- All Provider external vacancies shall be advertised on JobCenterofWisconsin.com and Indeed.com

## PROGRAM DESCRIPTION:

Vendor shall provide 1 FTE contracted staff and payroll services for the following positions:

### Foster Care Recruiter and Retention Specialist

This position works under the supervision of the Licensing and Certification/QA Supervisor to develop and implement specific marketing materials and strategies for recruitment of new Foster families, as well as providing retention activities and solutions for current foster families.

#### Essential Duties

1. Interface with the Racine County Marketing Team to create print and electronic marketing pieces.
2. Identify, implement and evaluate new sources for Foster Care exposure.
3. Maintain up-to-date information on Foster Care website, Facebook page and other social media outlets.
4. Take photos of events and record where appropriate.
5. Provide support for strategic plan and process.
6. Use social media to effectively engage the community and create awareness of the need for new foster homes.
7. Participate in staff meetings, trainings, workshops and outreach events.
8. Perform any other functions as needed by management and agency to meet marketing goals.
9. Conceptualize, develop and design materials to effectively achieve desired outcomes.
10. Evaluate and measure performance of marketing efforts using metrics and analytics
11. Complete tasks and projects within prescribed timeline.
12. Develop and maintain a Racine County Foster Care data collection/data reporting system that will track our communication with all potential foster parents, applicants and inquiries to determine desired recruitment and retention outcomes, to determine targeted recruitment populations, to determine successful recruitment and retention efforts and to determine cost effectiveness of these efforts.
13. Other duties as assigned.

#### Organizational Placement/ Supervision Received

Reports to the Licensing and Certification/QA Supervisor.

#### Qualifications

- Bachelor's degree in Communications, Business, Management, Education or a related field.
- Two (2) years' work experience in making independent decisions and meeting deadlines.
- Valid Wisconsin driver's license.
- Demonstrated knowledge and sensitivity to various cultures and underserved and underserved families from all socio-economic backgrounds
- Recent technical training or experience with Microsoft Word, Access, Excel, PowerPoint and current graphic design software
- Knowledge and experience using multiple social media platforms.
- Prompt and regular attendance.
- Or any equivalent combination of education, training, or experience which provides the requisite knowledge, skill, and abilities.

#### Knowledge, Skills and Abilities

- Ability to effectively communicate orally and in writing.
- Ability to maintain accurate and complete records both paper and electronic
- Ability to evaluate information and exercise independent judgment in making decisions.
- Ability to communicate well with staff, team members, other functional teams and the public.

EVALUATION OUTCOMES:

1. 100% of referred candidates will meet minimum qualifications per the job description provided by Racine County.
2. 90% of vacancies will be filled within 60 days of initial posting.
3. 90% of employees will maintain a position within Racine County for the calendar year, maximizing employee retention.

An Evaluation Outcome Report must be submitted to Racine County HSD Contract Compliance Monitor by 2/1/20.