



## **JOB DESCRIPTION**

Position Title: Community Outreach and Resource Coordinator

Reports To: Literacy Connection Executive Director

Overview: To design and implement a volunteer recruitment and recognition plan  
To create and coordinate publicity efforts for agency events and programs  
To execute fundraising activities and assist in writing grant proposals

### *Community Outreach/Public Relations*

Promote the agency's work through electronic communication, social media and face-to-face efforts, including, but not limited to:

- Submit press releases/inform the public through print or social media about The Literacy Connection on an ongoing basis (e.g., volunteer opportunities, announcements of grants, fundraising events, new board members, special events, success stories, Literacy Month, etc.)
- Contact newspapers, radio stations and local cable networks for publicity opportunities
- Build relationships with organizations in the sixteen communities we serve, including Chambers of Commerce, libraries, human service agencies, service clubs, local businesses, churches, city/village officials, local schools, colleges and universities
- Arrange for speaking engagements reaching the 16 communities we serve
- Submit nominations for agency/volunteer recognitions as available
- Create varied scripts for speaking engagements to be used by others
- Responsible for agency website updates and Internet presence Coordinate agency participation at appropriate business or volunteer fairs/expos
- Recruit and supervise volunteers to work at events, in the office and for project support
- Create/maintain presentation/publicity materials for use at events
- Work with office staff and Board of Directors to coordinate agency events
- Create electronic quarterly newsletter and semi-monthly tutor electronic communication
- Develop print materials including brochures, annual report, posters, invitations and program booklets
- Take photographs for publications and promotions
- Maintain agency's historical records/photos

### *Fundraising/Development*

- Collaborate with staff and committees on Trivia Bee, Bunco, and other events
- Develop campaigns and materials for agency's fundraising campaigns and endowment.
- Increase online fundraising opportunities, including Giving Tuesday, recurring donors, and more
- Assist Executive Director with planning and writing grant proposals
- Work with agency staff on developing and maintaining donor lists
- Generate \$10,000 in funding annually through sponsorship, events, or grants
- Work with staff to develop Workplace Literacy and corporate partnerships

### *Qualifications:*

- Bachelor's degree in public relations, marketing or related field preferred
- Proficiency in Microsoft Office, Google products, Facebook and other social media tools



- Working knowledge of Constant Contact, Donor Snap or similar CRM software, and graphic design programs
- Minimum three years of relevant experience in public relations, development or volunteer management
- Bilingual in Spanish helpful, but not required
- Must pass criminal background check

**Knowledge/Skills**

- Ability to communicate effectively in writing
- Ability to make maximum use of work time and prioritize assignments
- Ability to manage multiple tasks and deadlines
- Ability to speak effectively to large or small groups
- Ability to use computer equipment and software proficiently for daily tasks
- Ability to work with staff, board and the public to achieve agency goals
- Ability to adjust work schedule to meet the demands of the position including occasional nights and weekends

**Tools/Equipment**

- Computer with mouse, scanner, copier, printer, telephone/headset, laptop computer/projector, digital camera, public address system

**Physical Demands/ Work Environment**

- Must have a car, hold a valid driver's license and have valid insurance
- Must be able to lift and carry small equipment and presentation boards
- Work location is on-site at the agency's office in Elgin, primarily daytime hours
- Ability to adjust work schedule to meet the demands of the position including occasional nights and weekends

To apply, please submit resume and cover letter to The Literacy Connection via email only [employment@elginliteracy.org](mailto:employment@elginliteracy.org). Requests for more information will be handled via e-mail. NO PHONE CALLS PLEASE.

Applications received by Friday, March 3 will be given preference, but position is open until filled.