



VISTA Programs Position Description

Title: Outreach Coordinator
Reports to: Executive Director
Status: Full time, Exempt

Date: June 1, 2014
Salary Group: 3
Location: Beckley, WV

Summary:

The Outreach Coordinator develops and implements: outreach plans, communications strategies, social media presence, online presence/website management, traditional media presence and overall brand identity for the VISTA teams.

Essential Accountabilities and Functions:

Outreach and Communications

- Support the VISTA (Volunteers in Service to America) Teams: Appalachian Coal Country Team, Western Hardrock Watershed Team and the (Department of the Interior)DOI/VISTA Team by conducting effective outreach efforts
- Develop and implement the overall communications and marketing strategy, including the creation and implementation of an annual strategic communications plan;
- Oversee the writing, design, and production of all external communications materials (press releases, media alerts, op-eds, press kits, fact sheets, promotional videos, educational materials, directories, newsletters, etc.);
- Oversee the management of the VISTA Teams websites;

Social Media

- Develop and implement an extensive social media strategy and subsequently manage social media accounts (Twitter, Facebook, Google+, LinkedIn, Flickr, YouTube, etc.)
- In coordination with the Executive Director, move to establish contacts and manage professional relationships with local and national media outlets, representatives of the private sector, governmental agencies, and community-based organizations;

Marketing and Media

- Respond to incoming media inquiries and work to generate positive news stories focused on the VISTA Teams;
- Refine, adjust and strengthen the VISTA Teams brand identity to effectively expand brand awareness and advocacy on a regional, state and national level;
- Represent the VISTA Teams as required with industry and business coalitions, civic and community organizations, and state and national associations

Other

- Perform other duties as required.
- This position is responsible for initiating and coordinating the administrative functions required in effective implementation of administrative policies. Clerical duties may be assigned in accordance with the office procedures of individual establishments and may include a combination of answering telephones, bookkeeping, typing or word processing, office machine operation, and filing.
- This position will not have direct supervision of any staff members; however, they may supervise interns or fellows as assigned to the Coordinator



Minimum Qualifications:

- Bachelor's Degree in Communications, Journalism or a related field or some experience establishing and managing public relations, communications, and external affairs initiatives;
- Excellent communication skills, including verbal, written, and public speaking
- Ability to create communications plans;
- Web-related skills including proficiency in all forms of social media
- Understanding of basic website design methodology;
- Strong organizational and planning skills;
- Ability to multitask and prioritize workload;
- Computer proficiency in Microsoft Office; and
- Demonstrated ability to work in a team-based environment

Preferred Qualifications

- Five years of experience establishing and managing public relations, communications, and external affairs initiatives; and
- Experience authoring, managing the execution of and measuring the success of regional and national marketing campaigns.
- Experience establishing and maintaining effective working relationships with Boards of Directors, members of the private, governmental and non-profit sectors, journalists and the general public;

Competencies

To perform the job successfully, an individual should demonstrate the following competencies:

- **Problem Solving** - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.
- **Interpersonal Skills** - Focuses on solving conflict; Maintains confidentiality.
- **Oral Communication** - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Participates in meetings.
- **Written Communication** - Provides clear and accurate written documentation when necessary.
- **Organizational Support** - Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values.
- **Planning/Organizing** - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources.
- **Professionalism** - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
- **Attendance/Punctuality** - Is consistently at work and on time; Ensures work responsibilities are covered when absent; arrives at meetings and interviews on time.

Physical Requirements:

- To successfully perform essential functions the Outreach Coordinator is required to sit, stand, walk, speak and hear. The Outreach Coordinator may be required to climb, balance, stoop, kneel, crouch or crawl on an infrequent basis. He/she must be able to operate office equipment, telephone, and computer and reach with hands and arms. The ability to drive a Conservation Legacy vehicle is also required. Reasonable accommodations may be made for qualified individuals with disabilities to perform the essential functions.

To Apply: Interested applicants should submit a cover letter, resume and portfolio for consideration by April 24, 2014 to April Trent, Executive Director at hireme@coalcountryteam.org