

JOB DESCRIPTION

TITLE:	<i>‘Community Literacy Coordinator’</i>
POSITION SUMMARY:	Provide overall coordination responsibility for all aspects of community literacy. Position introduces adult basic education and other literacy programs to the community and contributes to the growth of the collaborative organizations through outreach, advocacy, collaboration and public relations.
SUPERVISION RECEIVED:	Works under the direct supervision of the Board of Directors [and community advisory board] - yet to be determined.
SUPERVISION EXERCISED:	Oversees any staff positions and volunteers. Reviews and initiates all advertising and marketing support for the organization. Carries out any management responsibilities in accordance with the organization’s policies and applicable laws.
MINIMUM QUALIFICATIONS:	Bachelor’s degree related to the position. A master’s degree is preferred. Extensive experience in a related field may be considered in lieu of education.
EXPERIENCE:	Experience working with volunteers, grant writing, marketing and public relations. Must show positive examples of leadership and growth in prior positions. Knowledge of business and industry, public relations organizations, professional groups, government agencies and adult education programs is a plus.
SPECIAL SKILLS AND KNOWLEDGE:	Must speak effectively before large and small groups and have a good command of written and oral English. Must be proficient in multiple software programs and be able to present information that will attract people’s attention. Must have sufficient competence to command respect and confidence within the community.

DUTIES AND RESPONSIBILITIES:

As a coordinator, this employee will set the example for the staff, volunteers, and program participants. He/she is responsible for the coordination of marketing, fund development and public relations activities of the collaborating organizations and interfacing with United Way's '211' system.

1. Promote and advocate for adult literacy.
2. Be responsible for public relations and fund development.
3. Enlist community support and keep the citizenry informed of the aims, objectives, and accomplishments.
4. Develop guidelines and establish a volunteer corps.
5. Work collaboratively on grant proposals as appropriate.
6. Write news releases, scripts, newsletters and other promotional materials.
7. Provide documentation and reporting as required.
8. Attend conferences, seminars, and meetings appropriate to the position.
9. Adhere to all ethical standards and confidentiality of records.
10. Perform other duties as assigned.

STANDARDS FOR MEASURING PERFORMANCE/QUALITY STANDARDS:

1. Attendance and punctuality.
2. Quality and quantity of work performed.
3. Attitude and overall effectiveness of working relations with all stakeholders.
4. The manner in which duties and responsibilities, essential functions and job competencies are performed.
5. The general effectiveness of promotional activities.
6. Demonstrate community support.
7. The adequacy, accuracy, and punctuality of required reports, newsletters, brochures, scripts, and proposals.
8. Knowledge and understanding of grant proposals, community affairs, and promotional involvement.
9. The overall effectiveness of work done with agencies and businesses both public and private.
10. Supports and values diversity.

SALARY:

To be determined.