

**Britepaths**  
**JOB DESCRIPTION - 2021**  
**OUTREACH MANAGER**

Job Title: Outreach Manager  
Reports to: Development Director  
Job Status: Hourly, 35hrs/wk, Full-time (eligible for healthcare, 403b retirement, 12 holidays)  
Location: Fairfax

Interested candidates should send a cover letter and resume to Lisa Whetzel, Executive Director at [LWhetzel@britepaths.org](mailto:LWhetzel@britepaths.org).

### **Background**

Britepaths is a nonprofit organization dedicated to helping Northern Virginia residents meet their basic quality of life needs through food assistance, financial assistance and mentoring programs.

During the Winter/Spring of 2021, Britepaths staff will be encouraged to work from home. Working in the office is available. Reliable internet connection at home is required. Laptop provided. The work schedule is flexible, but core hours are typically 10am-2pm. Some weekend and evening work may be required. As of July 2021, this position will work in the office in Fairfax at least 2 days per week.

### **Duties and Responsibilities**

As part of the Development team, this position is responsible for three areas: volunteer management, communications and outreach, and events management.

**Education and Experience** – Bachelor’s Degree in Marketing, Communications, Business Administration, Advertising, or related field preferred, Associates Degree acceptable. A minimum of four years of progressively responsible experience, with 2 years supervisory experience.

### **Position Requirements**

Candidate must have a proven track record of volunteer management. Additionally, must have experience with social media management. Experience with event planning is preferred. Experience in a goal- and team-oriented environment, with a willingness to meet measurement criteria for projects; and an ability to work under pressure and meet deadlines. Must have self-motivation, excellent planning and organizational skills. Hands-on ability to work with computer programs and has a proficiency in MS Office. Strong writing, editing and interpersonal skills are essential. Must be willing to make 2-3 evening meetings per month, including some weekends.

### **Volunteer Management Responsibilities**

1. Work with Development Director to develop and implement strategy to recruit, screen, orient, and retain volunteers. Develops strategy to turn volunteers into donors.
2. Work with staff to identify and support their volunteer needs.
3. Assist with creating volunteer job descriptions and posting them to social media and on-line volunteer recruitment sites in coordination with the Communications Manager.
4. Oversee information tables at community events and festivals, including volunteer recruitment and communication and coordination with staff to ensure coverage of all shifts and table set-up and take-down.
5. Provide reports of volunteer hours/value of hours and track metrics to achieve recruitment goals.
6. Conduct orientation for Britepaths to all volunteers 6 times per year, or as needed.
7. Make effective presentations promoting Britepaths to groups as requested, or recruit staff or experienced volunteer to fulfill requests.
8. Coordinate with staff and oversee internal and external volunteer recognition opportunities.
9. Develop Volunteer Policy working with appropriate staff.

## **Communications and Outreach Responsibilities**

1. Coordinate with Communications Manager to create content highlighting individual and group volunteer activities/stories and recognize volunteers for outstanding work.
2. Create dynamic content (text, image, video) to promote meaningful audience participation and ensure that they remain branded and mission-focused.
3. Seek out emerging social media avenues and ways of connecting with audiences.
4. Work with Development Director to identify outreach opportunities and cultivate groups to increase engagement, specifically around volunteering, sponsorships, and partnerships.
5. In collaboration with Communications Manager, edit website, create flyers as needed, create and post news releases, create content for website and monthly email newsletter.

## **Events Management Responsibilities**

1. Assist with coordinating and implementing fundraising and community engagement events.
2. Work with Development Director to identify and recruit event sponsors.
3. Manage volunteers at events.