

Britepaths
JOB DESCRIPTION - 2021
OUTREACH MANAGER

Job Title: Outreach Manager
Reports to: Development Director
Job Status: Hourly, 35hrs/wk, Full-time
Location: Fairfax

Interested candidates should send a cover letter and resume to Lisa Whetzel, Executive Director at LWhetzel@britepaths.org by June 4, 2021, 5 pm.

Salary & Benefits

\$24/hour. Available benefits include: Health Insurance, Life Insurance, Flexible schedule, Telecommuting, Paid Time Off, and 403b match.

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 10 am-2 pm. Some weekend and evening work may be required. In July, 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 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, update website, create flyers as needed, create and post news releases, create content for 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.