**E-mail cover letter and resume to:**

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Joann Steinmetz
Senior Program Manager
Read to Succeed Buffalo, Inc.
392 Pearl Street
Buffalo, NY 14202

***E-mailed resumes must be accompanied by cover letter.***

## JOB DESCRIPTION: Community Outreach/Marketing Coordinator

**SUMMARY:** The Community Outreach/Marketing Coordinator will work primarily in the field with block clubs, civic organizations and the community-at-large in raising awareness of the Read to Succeed Buffalo, Inc. literacy campaign and building the capacity of community organizations to improve the literacy levels of those they serve. The work will focus primarily in the initially designated literacy zone, in Buffalo's Northeast section, but may include citywide marketing and outreach activities or organizational planning for marketing activities. In carrying out this mission, the Community Outreach/Marketing Coordinator will improve community knowledge, and establish and increase participation in literacy initiatives, and serve as liaison for Read to Succeed Buffalo, Inc. with community stakeholders related to literacy issues. The successful candidate must have an understanding of the community's culture and ethnicity and be able to take advantage of its opportunities and to respond positively to its challenges. The Community Outreach/Marketing Coordinator reports to the Senior Program Manager.

### ESSENTIAL FUNCTIONS

#### Block Clubs, Civic Organizations, Social Clubs, Businesses and Community Leadership Development

- Conduct community outreach to ensure maximum residential participation with respect to the Read to Succeed Buffalo, Inc. campaign. Build relationships with civic, business, faith community, block clubs and other organizations or individuals that can move the literacy campaign forward.
- Assist neighborhood groups in engaging their constituents in the literacy initiative by infusing literacy into existing activities. Groups include block and street clubs, civic associations, and special interest groups such as landlord or tenant associations, etc.
- Provide technical assistance to aid growth of neighborhood leaders and organizations and strengthen and expand existing resident block and street groups' capacity for community activism.

#### Community Education, Planning & Assistance

- Develop seminar and educational workshops addressing the identified needs of the community.
- Assist Read to Succeed Buffalo, Inc. program staff and executive director in incorporating residential concerns and issues in the Read to Succeed Buffalo, Inc. strategic and operating plans.
- Develop and facilitate relationships between relevant community stakeholders to manage the implementation of selected projects within the literacy zone.
- Develop and maintain productive relationships with various stakeholder groups, to create buy-in for the shared vision of the Read to Succeed Buffalo, Inc. campaign.
- Ensure that quality is built into selected projects within the literacy zone, including the design and implementation of quality standards, performance indicators, outcome measures and data management.
- Develop and maintain relations with a broad cross-section of the community and coordinate communications and information flow to stakeholders. This includes fostering relationships with literacy providers to implement quality, collaborative programming.
- Work with community organizations to plan and develop literacy programs.
- Organize and coordinate with other local service providers and interested groups a volunteer task force to assist community members with literacy issues.

**Event Planning & Marketing**

- Organize community meetings and events, as necessary.
- Create flyers, press releases & other outreach materials as required.
- Develop and maintain relations with media and negotiate pricing for promotional packages.
- Write newspaper columns and create advertisements for both print and radio venues.
- Work with Read to Succeed Buffalo, Inc. task forces and coalition members to further the goals and missions of specific groups within the organization.

**Success Centers**

- Assist with identification and development of Success Center sites.
- Identify community literacy needs and secure appropriate services/programming from coalition partners.
- Assist with donor relations
- Promote established Success Centers' literacy services to community
- Assist grant-writing team to secure Success Center funding
- Assist with placement and supervision of volunteers

**Reliable attendance and punctuality**

- Begin work on time, conform to work hours as required for a salaried, exempt employee; ensure unscheduled sick/personal time does not exceed established company standards.

**OTHER JOB DUTIES**

- Other duties as assigned, including, but not limited to working as part of team with other Read to Succeed Buffalo, Inc. staff and attendance at Read to Succeed Buffalo, Inc. sponsored events.

**REQUIREMENTS/QUALIFICATIONS**

- A Bachelor's Degree (preferably a Master's Degree) in marketing, communications, political science, public policy, education, community development, creative studies, or related fields.
- Must understand the community's culture and ethnicity and be able to take advantage of its opportunities and to respond positively to its challenges.
- Position requires initiative, resourcefulness; experience as a "self-starter"
- Knowledge and experience in community organizing. Familiarity with community development principles and tools that strengthen community participation.
- Experience planning and facilitating meetings, identifying community needs, working with community leaders and volunteers of diverse backgrounds.
- Effective verbal and written communication skills. Experience in establishing professional and well-organized communication with partner organizations, stakeholders, community and business leaders, and learners.
- Grant writing, project administration and evaluation experience.
- Interpersonal skills including conflict resolution, consensus building and intuitive listening.
- Representational and public speaking skills.
- Excellent organizational skills
- Able to manage multiple tasks and meet deadlines.
- Sufficient computer competency, working skill set for Microsoft applications.
- Knowledge of publishing software.
- Effective time management skills.