

Outreach Coordinator

Job Description

POSITION PURPOSE:

Responsible for managing a variety of communication modes with the objective to raise community awareness, increase patient population, generate donations, expand volunteer pool, and increase interest in attending fundraising events.

REPORTS TO:

Executive Director

PRINCIPAL DUTIES AND RESPONSIBILITIES: (Collaborate, lead and/or facilitate with volunteers the following)**1. Mailings:**

- a. **Maintain current mailing list.** Update the current mailing list by either adding or deleting information as it is obtained by return mail or new interested parties. Augmenting from other sources as available.
- b. **Prepare and mail newsletter each quarter (February, May, August, & November).** Facilitate the writing, layout and printing of the newsletter. This could be accomplished with the help of volunteers collecting the information needed, preparing the newsletter and mailing out the information by US mail. Work with postal Service to stay compliant with bulk mail rules
- c. **Prepare and mail to our mailing list a request for donors/volunteers semi-annually (April & October).** Prepare a statement/letter with the help of others if needed and mail out the request either by US mail and/or email.
- d. **Prepare and mail a letter to each church in our records semi-annually (June & December).** Include information regarding what we are doing and if information is available, what specifically each individual church is contributing in the way of either donation dollars or services. This could be through the church directly or their congregation.

2. Social Media Postings:

- a. **Prepare and email monthly E-Newsletter.** Facilitate or write a very short e-newsletter with photos and stories.
- b. **Maintain Facebook page.** Add posts, events, solicitations, e-list sign-ups etc to grow the likes via advertising, cross posting, hunting for friends, email etc. Facilitate photos and stories for content.

3. Community Connections:

- a. **Maintain updated list of all potential churches.** Call, visit or schedule meetings with church representatives using approved list of churches and updating information.
- b. **Coordinate personal meeting with each cornerstone church, at minimum, once a year.** Call, visit or email to set up a meeting between an HHMO board member and the pastor, local mission leader, appropriate committee or the congregation. This is a face to face visit to just say hello, answer any questions, and/or discuss any concerns.
- c. **Local community Events.** With prior approval, coordinate a Health & Hope presence at local community events such as health fairs and the SW Washington Fair. Make information available on behalf of Health & Hope and maintain presentation materials.

4. **Fundraising: Plan and produce two fundraising functions per year.** With the help of a team, schedule two fundraisers per year. Review the fund raisers we have had in the past to see what worked and what might not have been as successful. Research through other agencies for possible suggestions for new ideas.

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5. Recruiting (Volunteers, Patients & Donors):

- a. **Attend local group meetings on a regular basis.** These meetings might include service groups such as Rotary, senior groups, church groups, retirement groups. Any groups that might either have people who would be interested in volunteering, donating or have members of the group that might need our services. Build approved list of sites and deliver cards and/or brochures and maintain connection.
- a. **Coordinate production of advertisements and publicity projects with video producer.** Work with a volunteer video producer to update our current informational videos. This might also include taking the videos to presentations.
- b. **Manage ongoing Public Service Announcements (PSAs) with multiple outlets.** All public information services will allow free Public Service Announcements via their communication entity. Maintain short PSAs on all local radio stations and local newspapers throughout Lewis County and South Thurston County at all times, if possible. Assemble stories, write scripts, assemble voice talent, facilitate recording, facilitate placement of PSAs.

6. Provide a written report by the 20th of each month to the Executive Director with a current update of all projects. Communicate informally as needed with Executive Director regarding needs, ideas, problems and/or progress with projects.**7. Other duties as assigned.****QUALIFICATIONS AND EXPERIENCE:**

1. Self-confident, outgoing & friendly – genuinely enjoys interacting with people.
2. Able to work independently and a self-starter
3. Excellent communication skills (verbal and written)
4. Organized and detail oriented
5. Must be able to do presentations to groups of varying sizes
6. Data entry experience preferred
7. Previous experience with event coordination preferred
8. Proficient in Microsoft Office

TIME COMMITMENT:

This is a 20 hour/week paid position