



Outreach Coordinator

The Outreach Coordinator will be responsible for coordinating all volunteer efforts and assisting with marketing and administrative projects for ANEW Place. Reporting to the Development & Marketing Director, the Outreach Coordinator will be the first point-of-contact for the office, and as such, will be tasked with public relations and administrative responsibilities.

Volunteer Coordination Responsibilities:

- Recruit, interview, hire, and coordinate program volunteers.
- Coordinate daily meals calendar, connecting with current and new volunteers to ensure that resident meals are covered.
- Coordinate with the Program Director when volunteer efforts are needed.
- Steward volunteers through regular communication and appreciation events.

Marketing and Public Relations Responsibilities:

- Assist Development & Marketing Director in implementing comprehensive marketing, public relations, and fundraising strategies.
- Cultivate relationships with media and maintain comprehensive media contact list.
- Ensure articulation of organization's desired image and position, internal and external.
- Design and distribute all marketing materials including, but not limited to: newsletters, brochures, special events materials, and e-marketing.
- Maintain and update ANEW Place website.
- Maintain a social media presence through Facebook, Twitter, blogging, etc.
- Assist in the implementation and execution of marketing and fundraising events.

Administrative Responsibilities:

- Assist the Development & Marketing Director with administrative and project tasks.
- Manage constituent database & organize and maintain office files and inventory.
- Prepare and track deposits & manage incoming phone calls, voicemails, and drop-in visits. Provide tours of facility and programs as needed.
- Maintain & distribute incoming and outgoing mail and prepare & execute bulk mailings.

Qualifications:

- Bachelor's degree preferred.
- Minimum one year prior relevant office experience. The ideal candidate will have experience in marketing and public relations, desktop publishing design, and working with media contacts.
- High energy, positive "can-do" attitude, flexibility, and attention to detail.
- Strong verbal and written communication skills and demonstrated ability to write clearly and persuasively.
- Ability to work well autonomously and as part of a team.
- Superb interpersonal skills and comfortability engaging with at-risk individuals.
- Ability to maintain composure under pressure and exercise good judgment.
- Computer savvy with ability to quickly learn new software programs. Experience with Adobe InDesign, Photoshop, donor databases, e-marketing, social media, Wordpress, and desktop publishing desired.
- Compassion for the homeless population in Vermont. Prior experience in human services, and knowledge of Vermont community and services, a plus.
- Experience in fundraising and event planning, a plus.