

## OUTREACH COORDINATOR JOB DESCRIPTION



United Way of Mat-Su is a force for positive change. We work to identify and address our community's most pressing problems. With the generous support of individuals, corporations, foundations, and strategic partners, we are unique and positioned to make a significant and lasting impact. Our work focuses on strategies to create opportunities for everyone in our community to live a better life. We are moving people from poverty to possibility, helping kids be all that they can be, and building strong and healthy communities.



Youth 360 is an initiative to connect local youth to their peers, parents, and community to improve health and wellness throughout the Mat-Su. The more connected a young person is, the more likely they will become happy, healthy, thriving adults. Social connection is linked to increased rates of health and well-being and reduced rates of bullying, suicide and depression, and substance misuse. Youth 360 builds connections by providing positive, meaningful activities and opportunities for young people and their families. Promoting positive youth development and primary prevention, Youth 360 offers afterschool youth clubs, stipends for community and school-based activities, family events, summer programs, behavioral health services and transportation.

This position is a split position working for United Way of Mat-Su as well as Youth 360.

### Responsibilities:

#### 1. Outreach, Marketing & Communications (UWMS & Y360)

- Manage and implement strategic communications plan.
- Content Creation & Management: implement effective and engaging communication required for outreach, engagement, mobilization, and impact. (Social media, website updates, live streams, print marketing, e-communications, PSAs, radio spots, press releases, etc.)
- Support efforts to strengthen community attitudes and beliefs valuing youth voice and prioritizing positive youth development.
- Increase visibility and knowledge of the organization, its programs, and initiatives.
- Participate in outreach activities such as community meetings, health fairs, resource tables, community events, etc.

#### 2. Program and Event Support (UWMS & Y360)

- Develop & implement Youth 360 family engagement activities and events. Activities will follow goals set by Youth 360 Parent Leaders and Youth 360 Director and will include oversight of the parent advisory group. (Y360)
- Build constructive and collaborative relationships with families, youth, and community partners. (Y360)
- Provide support for UWMS programs, initiatives, and events including the Early Childhood Partnership, Play 60, Stuff the Bus, Week of Caring, trails and parks projects, Homeless Connect and UW fundraiser events when needed. (UWMS)
- Maintain Mat-Su Resource Guide. (UWMS)
- Maintain office equipment, supplies, office records, retention schedule, and other duties as assigned. (UWMS)

### 3. *Volunteer and Donor Stewardship (UWMS)*

- Build and maintain relationships with supporters, community partners, and volunteers. Provide support for community giving, corporate and individual engagement, special event fundraising, and grants.
- Provide support for data entry, processing donor pledges, and updating donor software platform as needed.
- Assist in donor/community partner correspondence and prepare and monitor donor activities (i.e., thank you calls, newsletters, events, advocacy issues, etc.)

### **Talents & Expectations:**

The Coordinator must have:

- Strategic thinking, problem solving, teamwork, assertiveness, enthusiasm, creativity, and integrity.
- Commitment and passion for working with youth, families, and the community.
- Outgoing, engaged, and genuine in building authentic relationships.
- Familiarity with the Mat-Su community and a desire to work with and for the common good of the public.
- Outstanding communication and interpersonal skills
- Excellent organizational and time management skills; Ability to prioritize daily and weekly workloads. Self-sufficiency and initiative.
- Comfort with public speaking and media appearances.
- Digital, media, and tech savvy. Social media management and marketing experience preferred.
- Reliable personal vehicle and ability to travel to various areas of the Mat-Su. Mileage reimbursement is available.

This is a part-time (approximately 25-30 hours per week) non-exempt hourly position with paid holidays and paid time off. This position reports to the United Way of Mat-Su Development & Outreach Director as well as the Director of Youth 360. Office locations will be in Palmer and Wasilla. Position is contingent upon passing of all required screenings, including fingerprint-based background check.

**Pay:** \$18 - \$22 per hour, DOE

**To Apply:** Email a cover letter and resume to [sallen@unitedwaymatsu.org](mailto:sallen@unitedwaymatsu.org)

**Application Deadline:** February 15, 2024