



Marketing & Recruitment Coordinator Position Description

Status: AmeriCorps VISTA (full-time)

Location: 1365 Gateway Drive, #519 Auburn, Alabama

SUMMARY

The Lee County Literacy Coalition (LCLC) provides free one-to-one tutoring for adult learners in reading, math, writing and GED preparation as well as literacy workshops. With a continuation AmeriCorps grant award, LCLC will onboard six VISTA members and three Summer Associates to contribute to the goals of building organizational capacity. Project activities include increasing partnerships, seeking learning spaces to host workshops, engaging learners and volunteer recruitment. Other objectives include donor relations, marketing, and resource development.

VISTA members will aid in expanding outreach and engagement, increase program impact, and volunteer recruitment. Individuals should be a self-starter, who are compassionate, willing to encourage others, share positivity and make new, fulfilling connections.

RESPONSIBILITIES

Improve Program Appeal and Visibility.

- Creating a comprehensive, multi-mode recruitment plan utilizing best practices for low-literacy learners and volunteers.
- Design and support website content and social media management with options for printed material and videos.

Increase Program Awareness with Outreach Activities.

- Work with designated staff, as well as the Community Partnership and Learner Engagement Coordinators to establish an outreach plan to increase volunteer recruitment and program awareness.
- Host/attend community events with the goal of recruiting volunteers and tutors.
- Distribute physical marketing pieces (newsletters, brochures, news releases, etc.) to increase organizational awareness to learners, volunteers, donors and community partners.

Participate in Team Building and Brainstorming Sessions with Sponsor Staff.

- Attend Weekly Meetings in person or virtually.
- Establish a Work Plan and submit reports with activity updates to project director monthly to include events and outreach demographics.
- Visit established outreach sites bi-weekly or as determined.
- Collaborate with sponsor staff to create e-documents and maintain as appropriate.

QUALIFICATIONS

Proficient in Microsoft Office Suites with some experience with social media platforms. Proven ability to work well with others, follow instructions, communicate clearly and use personal initiative. Must have good interpersonal skills with collaborative spirit. Must be working towards completing bachelor's degree or equivalent combination of education and experience will be accepted.

WORK ENVIRONMENT

- Be a team-player and support co-workers.
- Business casual attire appropriate for office environment.

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EEO POLICY STATEMENT

Lee County Literacy Coalition provides equal employment opportunity for all employees and applicants for employment and does not unlawfully discriminate on the basis of age, sex (including pregnancy, childbirth or related medical conditions), color, race, national origin, ancestry, religion, marital status, family care status, physical disability, mental disability, medical condition, veteran status, sexual orientation, gender identity, or any other basis protected by federal and state laws.