Position Description – Outreach Coordinator

REPORTS TO: Administrative Team Chair(s)
HOURS NEEDED PER WEEK: 16 hours/month
DATES OF EMPLOYMENT: Ongoing
THIS POSITION IS PAID MONTHLY.

EXPECTATIONS FOR ALL IMPACT EMPLOYEES:

To support and promote IMPACT's mission. IMPACT Chicago is committed to ending violence and building a non-violent world in which all people can live safely and with dignity. By teaching self-defense, we provide women and girls with the tools they need to prevent and minimize violence.

To be capable of both collaborative and independent work. As a primarily volunteer-run organization, we need to be capable of both collaborative and independent work. We must also have the tools to encourage others to work both collaboratively and independently. Every position has tasks that are performed independently without reminders.

To work effectively and efficiently. We are mission-driven with clear manageable goals. Our mission and programming are at the center of our work. We spend virtually all of our time on work that advances our mission or is required for fiscal solvency.

To resolve problems in a respectful manner. Our mission of non-violence extends into how we work with each other, how we address conflict, and how we resolve issues. We assume members of our community share our strong support for IMPACT's mission. Even when a mistake is made or when someone is inconsiderate, we address the issue respectfully without attacking the person and assume the individual has good intentions.

To operate in accordance with our organizational philosophy and its underlying spirit.

EXPECTATIONS FOR THIS POSITION:

- To increase the number of calls, emails, and registrations

- To increase the number of people affiliated with schools, universities, nonprofit organizations, and businesses taking IMPACT programs

- To increase the number of social media and press contacts

JOB COMPONENTS/PRINCIPAL DUTIES AND RESPONSIBILITIES:

Program Promotion

1. In collaboration with Staff, schedule, coordinate, and compose e-newsletter(s).

2. In collaboration with Board, Instructors, Staff, and Key Volunteers, create a strong referral program from graduates and their supporters.

    a. Initiate, coordinate, maintain, and develop the referral program.

    b. Initiate and coordinate the development of activities and materials to enhance the referral program, including disseminating each year's programming schedule as it

becomes available.

        c. Keep detailed records.

3. In collaboration with Staff, demonstrate incremental success at mutually agreed-upon markers in increasing numbers of students and organizations contacting IMPACT.

4. Carry out other duties as needed.

BASIC KNOWLEDGE, SKILLS, AND ABILITIES:

1. Strong verbal and written communication skills.

2. Confident go-getter who is focused, gets things done efficiently and effectively.

3. Ability to work independently and interdependently - that is, be able to take initiative and get things done without being reminded by others while also reaching out to others for feedback, support, and insights.

4. Ability to work within a small grassroots organization with mostly volunteers and no full-time staff.

5. Ability to be politely persistent, tenacious, and empathetic.

6. Ability to understand others' unique concerns, problems, and situations to determine the best fit for how they can refer others to IMPACT (ability to work without a "formula").

7. Easy to talk to, respectful, patient, and picks up on social cues.

8. Extensive experience with Google Drive or demonstrated ability to learn new technology quickly.

9. Strong skills with Microsoft Office productivity tools (e.g., mail merge, basic formulas in Excel) and Mailchimp.

10. Completion of IMPACT Core/Basics program or equivalent elsewhere previously or within 6 months of beginning the job.

11. Bachelor's degree from accredited institution/college/university or relevant experience.

12. Marketing and public relations experience is preferred.

WORK ENVIRONMENT:

1. Ability to create a "home" office to make and take phone calls, write and receive email, update and manage relevant Google documents and calendar.

Revised: 1/2022