

Position Number:

PD Date:

Employee Name:

Position Title: Outreach Professional

Working/Business Title: Center for Community News Administrator

FLSA: Exempt

Department: Center for Research on Vermont

Supervisor Name (Reports To): Richard Watts

Position Description

Job Summary: Provide program planning and project management for the Center for Community News , developing a national data base of Academic-News partnerships. Work with faculty, instructors, media platforms, external stakeholders and academic institutions to develop a comprehensive list of A-N partnerships. Implement a planning typology that groups the partnerships into categories and then write case studies to make them accessible. Develop planning timelines and manage updating process using webbased approach to automate data collection. Oversee logistical coordination, program delivery, information flow and regular contact with stakeholders. Conduct needs assessment, program design, evaluations and manage promotion, marketing and program logistics. Recruit and manage specified A-N volunteer committees; coordinate process/systems to identify new partnerships. Work with partners requesting additional assistance to provide support, contacts and resources. Work with Center leadership to raise revenues to ensure program continues. Develop strategy for program to proceed post-grant period.

Minimum Qualifications: Bachelor's degree in related field and two to four years related experience required. Experience in the journalism world preferred. Effective written, oral, interpersonal and presentation skills; effective program planning & project management skills; strong computer skills, including proficient use of website management tools, survey/evaluation software, web and social media; competency with data analysis and evaluation; effective marketing and promotion skills; ability to work collaboratively in team environment required.

Desirable Qualifications: Proficiency with MS Office applications.

Job Duties:

Percent of Effort:

Percent of Effort	25%
Essential/Marginal	Essential
Essential/Marginal Function	Program Planning: Research, recommend and plan new Center for Community News Program. Develop planning and implementation timelines. Implement a planning typology that groups the partnerships into categories and then write case studies to make them accessible. Develop planning timelines and manage updating process using web based approach to automate data collection. Oversee logistical coordination, program delivery, information flow and support services. Includes onsite staffing of events/classes. Continually assess programs; develop and analyze evaluations for feedback and future planning. Coordinate and implement program policies and procedures. Facilitate weekly team meeting and follow up action steps.
Percent of Effort	25%

Essential/Marginal	Essential
Essential/Marginal Function	Oversee logistical coordination, program delivery, information flow and regular contact with stakeholders. Write and research case studies, coordinate program design, evaluations and feedback and responses from stakeholders and participants. Recruit and manage specified A-N volunteer committees; coordinate process/systems to identify partnerships.
Percent of Effort	25%
Essential/Marginal	Essential
Essential/Marginal Function	Marketing/PR & Outreach: With CCN Director, promote programs and effectively attract new (and retain existing) members to grow program. Write and review marketing copy (brochure, ads, press releases and other materials), manage mail lists, coordinate social media outreach. Write and manage distribution of monthly eNews to members. Project manage marketing collateral with vendors. With CCN Director, identify and meet with organizations for potential partnerships/sponsorships. Deliver presentations as needed.
Percent of Effort	5%
Essential/Marginal	Essential
Essential/Marginal Function	Sustainable planning: Identify, recommend and develop structure to ensure program continues at end of grant funding. Develop web-based systems to ensure data collection is automated and staffed through some combination of student interns or CAS resources to continue beyond grant period.
Percent of Effort	10%
Essential/Marginal	Essential
Essential/Marginal Function	Fundraising: With CCN Director, liaise with UVM Foundation and other stakeholders on additional revenue generation to ensure program continues to grow. Draft monthly newsletters that go to donors and stakeholders, provide data and information in support of fundraising. Assist with coordination of mailings, follow up phone calls, gift tracking, etc. Provide guidance, planning and logistical coordination for activities.
Percent of Effort	05%
Essential/Marginal	Essential
Essential/Marginal Function	Data Analysis/Reporting: Analyze, track and update course enrollments, membership and other data. Assist CCN Director in preparing annual reports, marketing budgets, etc. Perform other duties as assigned.
Percent of Effort	05%
Essential/Marginal	Essential
Essential/Marginal Function	Perform other duties as assigned.

Administrative Supervision: NA

Functional Supervision: Functionally supervise/assign work to 1-2 temp staff in support of CCN programs. Manage and supervise student interns.

Physical Demands and Work Conditions: This job is mostly remote, occasional in-person meetings required. Some travel to meet with, interview and support other A-N partnerships required.