

V E R M O N T
EARLY CHILDHOOD
ADVOCACY ALLIANCE

JOB DESCRIPTION: Outreach Manager

The Vermont Early Childhood Advocacy Alliance is a statewide coalition of early childhood professionals and providers, parents, and employers working together to improve public policies that impact young children from birth to age eight on issues of health, safety, food security, economic security, and early care and education.

The role of the Outreach Manager is to support coalition-building, outreach, and membership management strategies that advance the mission of the Alliance, by:

- Managing the Alliance's communications in a way that ensures informed and engaged stakeholders and builds momentum for the Alliance's work;
- Overseeing annual Alliance events, including Early Childhood Day at the Legislature and the Annual Membership Meeting; and,
- Supporting the growth and development of a diverse membership in the Alliance through engagement and expansion.

GENERAL RESPONSIBILITIES:

- 1) Develop, maintain, and coordinate content and delivery for the **Alliance's advocacy communications and online community** to effectively inform and engage the Alliance's members and early childhood constituencies.
 - Manage the Alliance's weekly email and issue newsletters.
 - Inform the design and coordinate content delivery to the Alliance's website, Facebook page, etc.
 - Work with Alliance lead organizations, members, and partners on content and messaging that promotes the issues on the Alliance's Legislative Agenda during the legislative session and the Agenda-setting process.
 - Conduct ongoing communications evaluations to track progress on informing and engaging Alliance members and make improvements to tools, messaging, and organizing approaches.
 - Provide training to members/staff for engaging with the Alliance's communication tools.
- 2) Coordinate **Early Childhood Day at the Legislature**, including planning, communications, organizing, and logistics.
 - Serve as lead staff person for event planning and implementation, working with contractors and Alliance partners.
 - Coordinate the event planning team by facilitating meetings, following up with members, and communicating decisions.
 - Develop communications and organizing tools that among other things promote the event and build turn-out.
- 3) Coordinate the **Alliance's Annual Membership meeting**, including planning, communications, organizing, and logistics.

- 4) Support diversification and expansion of **membership** in order to strengthen the Alliance's statewide constituent base.
 - Manage the annual Alliance membership renewal process.
 - Assist efforts of other staff to recruit and cultivate the participation of diverse stakeholders in Alliance activities.
 - Coordinate Alliance membership in other early childhood organizations.
 - Assist in implementation of diversity, equity, and inclusion strategies to strengthen the Alliance's coalition and the early childhood community's advocacy voice.

- 5) Support the Public Engagement Director and Executive Director in projects as assigned, in their work on Alliance **advocacy, community organizing, education, and engagement** that lead to demonstrated broad public support of the Alliance's mission and annual Legislative Agenda.

NECESSARY KNOWLEDGE, SKILLS, AND ABILITIES FOR THIS POSITION:

- Demonstrated ability to manage complex projects to completion, through securing an educational degree and/or other experiences.
- Strong written and oral communications skills, including those specific to advocacy, strategic messaging, and community organizing/outreach.
- Strong organizational abilities including event coordination and management.

DESIRED KNOWLEDGE, SKILLS, AND ABILITIES FOR THIS POSITION:

- One or more year non-profit campaign, event management, and communications experience
- Familiarity with database management and membership recruitment
- Experience with CRM software programs
- Experience with website design and management
- Experience with diversity-focused outreach and inclusionary engagement strategies

COMPENSATION AND POSITION DETAILS:

The Alliance is a project of the Vermont Community Loan Fund (VCLF), which is an equal opportunity employer. This position is a 40 hour per week, non-exempt position, with generous benefits, including health, retirement, and paid leave. Wage range is approximately \$18.25 to \$20.25 per hour, depending on experience and qualifications.

Work for the position can be done in an office-based environment in Montpelier or remotely. Some travel to meetings/events is required, and mileage costs are reimbursed.

Diversity, justice, and inclusion are key values within the Alliance and VCLF. We are committed to building and sustaining an inclusive, equitable working environment for our staff. We believe every member of our team enriches our diversity by exposing us to a broad range of ways to understand and engage with the world, identify challenges, and to discover, design, and deliver solutions.

TO APPLY:

Please submit a cover letter and resume to be received by close of business Friday, August 13 to hr@vclf.org or VCLF, PO Box 827, Montpelier, VT 05601.

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