



Job Description: Outreach Specialist

An outreach specialist is responsible for providing service coordination, marketing, and promotional activities to create public awareness and support for the mission of MAAC.

Responsibilities

Develop and execute outreach strategies to create public understanding and support of the organization.

Establish and maintain relationships with community organizations and institutions.

Develop and distribute marketing materials about the organization.

Coordinate and implement communication plans, including web-based information, press releases, and other promotional materials.

Conduct research and analysis on current outreach initiatives, and make recommendations for improvement.

Qualifications

Education: As an outreach specialist, we require a bachelor's degree in a related field, such as marketing, communications, or public relations.

Experience: Candidates may be required to have prior experience in outreach or related fields such as marketing, communications, or community engagement. This could include experience with event planning, public speaking, social media, or community organizing.

Communication skills: Strong communication skills are essential for an outreach specialist. Candidates should be able to communicate effectively with diverse populations, write compelling content for various platforms, and give engaging presentations.

Interpersonal skills: Outreach specialists need to build relationships with community members, stakeholders, and other partners. They should be able to work collaboratively with others and build trust.

Technology skills: Outreach specialists may be required to use a variety of technologies to support their work, including social media platforms, website design tools, email marketing software, and database management systems.

Organizational skills: Strong organizational skills are necessary for planning and executing outreach events, coordinating with partners, and tracking and analyzing data to measure the impact of outreach efforts.

Overall, outreach specialists need a combination of education, experience, and skills to effectively engage communities and promote the goals of their organization's outreach program.

Please email your resume and cover letter to:

Andrea@themaac.org

In the subject line, please write 'Outreach Specialist'