



### **Outreach Coordinator**

The Outreach Coordinator oversees the planning and implementation of outreach strategies. They are primarily responsible for connecting people in the broader community by creating sponsorship agreements and cultivating relationships with individuals, businesses, and other relevant organizations

#### *Key Responsibilities*

- Attends fairs and community events, tabling booths, networking meetings and more to help connect new communities with Plugged In.
- Research new performances/gigs opportunities.
- Cultivating relationships with businesses, individuals, and other relevant organizations.
- Send monthly newsletter with student, alumni, teacher, volunteer, accomplishments, gigs and news.
- Work with Board Marketing Committee as needed.
- Send out event and program press releases.
- Regularly update PR lists.
- Work with all committees (and board) to create PR calendar and ensure releases are being sent.
- Works with Contract Programming Committee in generating connections with other organizations for referrals and off-site programming.

*Volunteer Term:* minimum 6 months

*Average Weekly Commitment:* 2-3 hours

*Reports to:* Executive Director and Program Director