

Literacy Council of Buncombe County Outreach Director

POSITION SUMMARY: The Outreach Director is responsible for all aspects of community and media outreach and volunteer recruitment and intake for the Literacy Council of Buncombe County (LCBC).

REPORTS TO: Executive Director, works closely with the Development Director

RELATIONSHIPS: LCBC staff, Board of Directors, tutors, students, office volunteers, community and business leaders, all media, United Way, foundations, NCCCS

DESCRIPTION OF DUTIES:

- Develop and implement creative tutor and student recruitment and public relations plans
- Coordinate all organization publicity, including website administration
- Work with social media outlets
- Represent LCBC at community and business events
- Assist the development director in all fundraising activities and special events
- Coordinate communication with potential tutors
- Perform volunteer intake duties
- Plan volunteer recognition activities
- Establish collaborative efforts with local organizations that have volunteer resources in conjunction with the Executive Director.
- Serving on a Literacy Council Board committee as designated by the Director.
- Promote public awareness of literacy issues in the community.
- Additional duties as assigned by the Executive Director.

QUALIFICATIONS:

- A Bachelor's Degree, preferably in communications, marketing or other relevant degree/educational background.
- Proven success in communication, relationship building, events, and program management.
- Previous experience supervising volunteers.
- Strong writing skills.
- Experience working with adults who are academically disadvantaged and/or who are from other cultures.
- Must be able to work with a team, goal-driven, and a self-starter.
- Strong organizational and computer skills.
- Freedom from racial and ethnic biases.

The Outreach Director will work 40 hours per week. Please submit a cover letter, resume, writing sample and three references by July 19 to:

Amanda Edwards, Executive Director
31 College Place, B-221
Asheville, NC 28801
Amanda@litcouncil.com