



## **Outreach & Communications Manager**

### **Job Description - August 2022**

## Position Overview

The Governor's Institutes of Vermont (GIV) is a nonprofit doing amazing work... and we need help getting the word out! We are looking for an **Outreach & Communications Manager** to join our team! Do you love talking with people and sharing your excitement? Are you skilled at using backend technology and data to make an impact? If you have marketing and sales experience, and a passion for inspiring and empowering young people, we would love to hear from you!



Each summer, GIV helps hundreds of Vermont high school students pursue their interests and find their people! We provide intensive summer enrichment programs on college campuses that inspire them to think deeper and dream bigger, focused on topics ranging from the Arts to Environmental Science to Technology & Design. Up to 30 years later, 88% of our alumni report that their time at GIV was one of the most important experiences of their teenage years. To learn more, please visit our website: <https://giv.org>

Your communication, data analysis, and sales skills will help us further our mission to make these world-class experiences accessible to students of all backgrounds! The ideal candidate will be friendly, organized, persistent, creative, and have a sense of humor.

This is a full-time exempt position, with one day/week in our Winooski office. Folks outside of Chittenden County are encouraged to apply! Salary range is \$45-50k and the benefits package includes generous paid time off.

# Primary Responsibilities

## **OUTREACH: Plan, execute, and analyze a robust and modern outreach strategy.**

- Ensure high school students from all corners of Vermont are aware of GIV's opportunities, by planning and executing broad and targeted outreach strategies.
- Serve as the primary GIV point of contact for our ~80 School Contacts, and ensure that their contact information is up-to-date each fall.
- Serve as the primary point of contact for prospective students and their families.
- Plan and oversee visits to schools and communities, including hiring and managing a small field team of GIV ambassadors who can make visits in their regions.
- Create and deepen relationships within schools (principals, teachers, guidance counselors, coaches, and more) through calls, emails, video and in-person meetings.
- Work with the Programs Coordinator to develop a pilot program of workshops embedded in schools.
- Create and deepen relationships with community organizations to promote awareness.
- Produce outreach materials (brochures, posters, one-sheets, videos).
- Update and test yearly forms, such as application and pre- and post-Institute surveys.
- Track incoming application data and report to the team so that we can make decisions about what may need more attention (a particular school, a particular topic, etc.) and tweak the plan accordingly.
- Assist with the admissions process.
- Receive and organize enrollment information coming in from students and parents/guardians, folding in health and tuition information from internal colleagues.
- Follow up by phone and email re: missing student enrollment paperwork.
- Update enrollment information spreadsheet and communicate to internal colleagues, in order for Program Directors to have current information.
- Assist with Institutes as needed.
- Compile, analyze, and report data on the outcomes of GIV's programs, culminating in an Operations Report.
- Tweak and finalize outreach plan each fall with the Executive Director.

## **COMMUNICATIONS: Plan, execute, and analyze a steady content and communications stream.**

- Oversee the communications plan and calendar.
- Write and send regular email newsletters to GIV's various audiences.
- Compile, analyze, and report data on the effectiveness of GIV's communications channels (e.g. metrics from our newsletters).
- Update GIV's database regularly to track contact information changes and to record relevant conversations.
- Maintain a list of press contacts, and regularly pitch stories to them (newspapers, radio, TV, blogs, podcasts, newsletters).

- Maintain an organized trove of content (stories, photos, quotes, statistics) from past years, and add to it as we reconnect with alumni. This helps with both outreach and fundraising.
- Draft articles and press releases.
- Feed content to social media team.
- Suggest and create ways GIV can improve the experience for prospective students and parents seeking information, and for alumni students and parents seeking to stay connected with GIV.
- Help promote the 40th anniversary of GIV!

## **IN GENERAL**

- Notice opportunities to make our communications more effective and efficient. GIV would like to better leverage technology for marketing and communication.
- Sometimes other things come up, or we need to help each other out! We are a small team and everyone is happy to cover each other when needed.

## **Qualifications:**

The ideal candidate has....

- A love for GIV's mission, and an investment in young people and their dreams
- A commitment to ensuring that opportunities like these are accessible to all young Vermonters
- An awareness of Vermont's specific educational landscape
- Strong organizational skills
- Strong interpersonal skills
- Strong writing and editing skills
- Strong data analysis skills, and an interest in using data to drive strategic decisions
- Experience in marketing, sales, customer service, and/or schools (alumni / advancement office experience is a plus!)
- Experience with automating communication using technology
- Familiarity with using and creating spreadsheets and, and a willingness to learn new software. We use Little Green Light, Google Suite, Constant Contact, Survey Monkey Apply, and Microsoft Access.
- The initiative to independently manage projects and people, as well as to communicate and work collaboratively with a small team
- An interest in helping GIV to increase its capacity for reaching a digitally-savvy audience by incorporating modern methods of marketing and automation
- The ability to give and receive thoughtful feedback
- A valid driver's license
- A sense of humor!

# Compensation & Work Environment

**Salary range: \$45,000-50,000 annually**

- This position is full-time, and will involve some travel around Vermont, and occasional evening events.
- We are open to hybrid and flexible work schedules. Our office is in Winooski, VT, and is accessible to people using wheelchairs; you are welcome there as often as you like. We ask that you commit to at least one day/week in the office with the team. Folks outside of Chittenden County are encouraged to apply! Everyone on our small team is vaccinated and boosted against COVID-19, and we ask that you be as well.
- The person in this role will report to the Executive Director.

## **Benefits include:**

- 10 paid holidays per year
- Generous paid time off, increasing with length of service (5 days after 1 month, 20 days after 6 months, 30 days after 2 years)
- Although GIV is exempt from Family and Medical Leave Act mandates due to its small size, we recognize the importance of family and strive to accommodate family needs whenever possible. Once an employee has met a certain length of service, we offer up to 12 weeks of unpaid leave related to a new child or an illness, and up to 2 weeks related to a death in the family. We are happy to share more details during the interview process.
- Quarterly \$1000 contribution to an employee-directed plan similar to a cafeteria plan. Employees can apply the contribution towards a choice of benefits from an approved list, including qualifying pretax health and dependent care benefits, and non-pretax benefits developed in response to employee requests.
- SIMPLE IRA with employer match up to 3% of annual salary, beginning at 3 months service
- Professional development opportunities

**GIV is an equal opportunity employer.** We value a diverse workforce and an inclusive office culture. We strongly encourage applications from all qualified individuals without regard to national origin, race, ancestry, color, ethnicity, age, gender identity or expression, marital status, medical condition, mental or physical disability, religious creed, or sexual orientation.

# How to Apply

Please send PDFs of your resume and cover letter, with SUBJECT: Outreach & Communications Manager, to: [jobs@giv.org](mailto:jobs@giv.org) In your letter, please let us know how you found out about this role.

Applications will be accepted on a rolling basis until the position is filled, at which time we will remove the announcement from our website at <https://giv.org/about-us/jobs>

We will begin reviewing submissions after Labor Day, and will reach out to you if we are interested in moving forward with your application and scheduling an interview.

Start date is flexible.

Questions? Please email [jobs@giv.org](mailto:jobs@giv.org)