

DIRECTOR OF OUTREACH

The Director of Outreach is critical to ensuring the effectiveness of providing access to information and training for families of children with disabilities. This employee is a key member of the PEAL Center team. The Director of Outreach should be continually mindful of serving areas with high levels of poverty, low-literacy and minority populations in all outreach responsibilities.

The Director of Outreach must:

- Possess excellent writing, editing and organizational skills
- Be competent in website design, maintenance and construction; social media; and in tracking analytics of all PEAL electronic media
- Have an aptitude for aesthetic design in print and electronic media
- Be able to manage multiple projects at a time.

Job Duties

PUBLICATIONS: WRITING & EDITING

The Director of Outreach is in charge of all print and electronic publications from beginning to the end.

Newsletter

(Quarterly: August, December, March and June)

- Research topics and maintain an editorial calendar
- Write articles and/or gather articles from other sources (request reprint permissions)
- Work with project team experts to approve content
- Work with Spanish translator to translate articles
- Design newsletter using a design program such as Adobe InDesign or Microsoft Publisher
- Gather most recent mailing list numbers and send number and final proof to printer

Electronic News Blast

(Bi-Monthly, 1st and 15th of each month)

- Gather, write and edit information regarding events, trainings, resources and other news items – both from PEAL and other organizations in the state
- Have experience with Email Marketing processes (i.e. Vertical Response, Constant Contact)
- Have experience with Wordpress.com; if articles from other organizations are not online, the Director of Outreach must create blog posts for each event so they can be linked within the e-blast layout
- Monitor and report on the use of the Blasts
- Must maintain accurate email list of subscribers

Website

(Ongoing)

- Work with project team experts to edit existing content and generate new content for the site

- Have experience with website architecture, design and construction (specifically Network Solutions)
- Regularly update and redesign webpages (specifically training and event opportunities)
- Monitor and report on website usage and design
- Potentially spearhead a website redesign to better address PEAL goals (fundraising efforts, parent leader engagement, etc.)

Training & Event Publications

(all training brochures/flyers and parent institute brochures/flyers, about 15 per year)

- Write new content or edit existing content
- Work with project team for fact-checking and clarity (i.e. Director of Training or Specific Grant Coordinator)
- Design layout of certain projects depending on budget

EVENT PLANNING

PEAL Annual Conference

- Recruiting and organizing all exhibitors and sponsors (including payments)
- Writing, editing and distributing all publications (conference brochure, save the date postcard, etc.)
- Assisting with travel arrangements for participants, speakers and staff
- Assisting with online registration (familiarization with Acteva, or other online registration sites, is helpful)
- Coordinates fundraising efforts for the online silent auction
- Promotes event through all avenues: social media, website, publications and local media, news outlets and advertisers

Organizing Exhibits

(10-15/year)

- Find exhibits in the counties PEAL serves, specifically underserved and low literacy regions
- Find a PEAL team member who can attend the event, assign task and alert lead administrative support to update trainings database
- Contact event organizer to determine expected participation, help prepare brochures, etc.

TECHNOLOGY

Social Media

- Research and post information on Social Media sites
- Monitor and report on effects of Social Media

Video

- Edit video and create training materials in collaboration with Director of Training and other staff
- Record video or trainings for materials development

PUBLIC RELATIONS & OUTREACH

- Research trusted community organizations and groups for outreach activities to advertise and promote the work of the PEAL Center
- Maintain an updated list of media contacts, specifically in the counties PEAL serves
- Organize PR campaigns including writing and distributing press releases, feature stories and video stories on activities and trainings of the PEAL Center
- Coordinate and schedule bi-annual meetings of the Marketing Committee
- Coordinate and organize grassroots campaigns to disseminate information about the activities and trainings of the PEAL Center

GOVERNMENT RELATIONS

PEAL Center Information Packets

- Write, edit and gather content for PEAL Info packets
- Design content and maintain accuracy of information
- Maintain a list of services PEAL can provide for constituents
- Work with Lead Administrative Support to put together packets for Executive Director's meetings

FUND RAISING

Coordinate fundraising activities

- Annual Inclusion Awards Dinner
- Highmark Walk for Healthy Community
- Silent Auction