



Outreach Coordinator Job Description

AVA Mission Statement

As a catalyst for creativity, AVA cultivates an openness of space and mind to inspire, nurture, and showcase the artistic spirit.

Our Vision

AVA Gallery and Art Center serves its mission by maintaining powerful exhibitions, vibrant artist studios, and offering dynamic educational programming for artists of all ages and abilities. With an emphasis on building community, AVA also hosts and promotes special events that foster interaction between artists, patrons of the arts, and the public. All our work is done with the priority of environmental sustainability and with the recognition that art enriches our lives.

Position Summary:

Reporting to AVA's executive director and working closely with staff managers and coordinators, the Outreach Coordinator is responsible for connecting AVA with the surrounding community. This includes strategizing and cultivating mutually beneficial enduring relationships between AVA and community members, regional nonprofit organizations, businesses and workforces, schools, senior living housing communities, local government, and populations of various ages, incomes, and skill levels. This position will serve to expand AVA's constituent base, build a more robust volunteer program, enhance AVA's business sponsorship program, as well as bolster AVA's public profile, and increase overall support.

Key Responsibilities:

- Initiate and maintain outreach relationships and opportunities that increase AVA's public profile within the surrounding area while complementing the goals of those who seek to support AVA.
 - Liaise with AVA's staff managers and coordinators to identify needs and opportunities that will enhance their ability to achieve the goals of their assigned areas.
 - Through outreach, develop strategic collaborations with community members, regional nonprofit organizations, businesses and workforces, schools, senior living housing communities, local government, and other populations and groups that will benefit AVA's needs, such as program sponsorships, donations, and other opportunities.
- Maintain and increase ongoing outreach relationships and opportunities with regional businesses to establish:
 - Sponsorship support and other opportunities that positively reflect on their business and AVA
 - Workforce volunteer and socialization opportunities that may provide enrichment for themselves and/or family members etc.
- Maintain outreach relationships and opportunities that increase AVA's ability to recruit and retain volunteers.
 - On an ongoing basis, work with staff managers and coordinators to determine, develop, and staff volunteer positions that support the needs of AVA, while also providing a meaningful experience to AVA's volunteers.
 - Further develop a Volunteer Program



- Screen, interview, and place prospective volunteers.
- Collect and track volunteer hours on an individual and programmatic basis.
- Organize an annual Volunteer recognition event.
- Prepare monthly, quarterly, and annual reports with analysis to document and evaluate 1) business and sponsorship activity, 2) volunteer activity, 3) group visits, meetings, speaking engagements, and/or tours, etc.
- Prepare and maintain the annual Outreach budget.
- In collaboration with the Communications and Marketing Coordinator, initiate marketing, press, and social media stories, including distribution, to spread awareness about AVA's collaborations with community members, regional nonprofit organizations, businesses and workforces, schools, senior living housing communities, and local government, etc.
- Assist as needed with office administrative support: information and referral for callers and visitors, in person, by telephone or e-mail, responding to or redirecting inquiries.
- Assist in maintaining ALTRU database information, including constituent information, contact information, etc.
- Represent AVA in the community at various events/meetings.
- Other duties as assigned.

Desired Qualifications:

- Bachelor's degree and 1-3 years of experience in marketing, public relations, sales, fundraising, and/or related field.
- Excellent oral and written communication skills with demonstrated ability to communicate clearly and effectively through various modes including email, text, telephone, letters, presentations, etc.
- Ability to interact with various community and professional agencies and an understanding of diverse community resources. Enthusiasm for community building through art.
- Strong interpersonal relationship-building, public speaking, and presentation skills with the ability to engage diverse populations. A positive and helpful manner when interfacing with all internal and external relationships.
- Strong administrative skills.
- Experience working with database programs such as Altru software (constituent relationship management), Zoom, and an aptitude to learn other software programs.
- High proficiency in the use of Microsoft Suite (Word, PowerPoint, Excel, etc.).
- Ability to pivot with ease as necessary in an open office multidisciplinary team environment.
- Ability to coordinate multiple projects simultaneously.
- Ability to be self-directed and work independently, yet collaboratively.
- Ability to work evenings and weekends as required for various meetings and events.
- Personal transportation to attend meetings with outside organizations, as needed.

Salary Level and Exempt Status:

The Outreach Coordinator is a full-time hourly position, non-exempt from overtime pay.

Benefits: Benefits are detailed in the current Employee Handbook.

Supervisor: Executive Director