



WV Citizen Action is Hiring! Outreach Coordinator Position Description

Background: Since 1974, West Virginia Citizen Action Group (WV CAG) has advocated for better public policy, rights of individuals, a clean environment, and a stronger democratic process.

The philosophy of WV CAG is that full-time citizen participation in the decision-making processes of our state is absolutely essential. Our staff and members work to increase the voice of the average citizen in public affairs through research, education, lobbying, organizing and coalition building – speaking out on behalf of the consumer, speaking out in defense of a cleaner environment, and speaking out in favor of a government that is honest, open, and accountable to the needs of all its citizens. We work to empower individuals by providing them with resources to be effective advocates on issues that affect/impact their lives.

WV Citizen Action Education Fund (WV CAEF) is the 501(c)3 “sister” non-profit organization to WV CAG that provides original research and public education on progressive issues facing the people of Appalachia such as environmental & consumer protection, media access, public policy, government and corporate accountability, universal health care, and elimination of all forms of discrimination.

Position Overview: The Outreach Coordinator is responsible for planning, managing, and executing the organization’s communications and outreach, including management of the database and website; social media, email blast, and press outreach; creation of a quarterly newsletter; facilitating various trainings; and coordinating and/or assisting with events, rallies, constituent meetings, and more. The Outreach Coordinator collaborates with the Executive Director, staff, and the Board of Directors to effectively communicate and activate our supporter base.

Primary Responsibilities:

- Communications –
 - Social Media - The Outreach Coordinator (OC) is responsible for the daily management of WV CAG’s Facebook page, Facebook group, and Twitter account; additionally, occasional assistance with WV CAG’s projects’ (SORO, EEWV, WV CCE) social media accounts may be necessary.
 - Website Maintenance - The OC is responsible for WV CAG’s website maintenance. They will also be responsible for revamping WV CAEF’s website and maintaining it. Both websites are setup on WordPress.
 - Email Blasts - The OC is responsible for the coordination, writing, editing, targeting, and sending of e-blasts, with assistance from appropriate staff. During the regular legislative session, this will include coordinating and sending out a weekly update with various articles and actions.
 - Newsletter - The OC coordinates and creates a quarterly newsletter.

- Letter campaigns/petitions - The OC is responsible for creating necessary online letter campaigns to legislators and petitions in consultation with staff.
- Database Management – The OC is responsible for maintaining a functional and up-to-date database, as well as, continuously executing new and creative ways to build a stronger, more active base.
- Event Planning and Coordination – The OC plans events for the organization and/or in coordination with partner organizations. They are also responsible with the promotion of the event.
- Volunteer Coordination & Leadership Development – The OC is responsible for training and coordinating volunteers for various tasks, events, etc. It is also important that the OC is continuously developing new leaders by increasing volunteers’ roles and responsibilities in the organization. WV CAG places an emphasis on developing young leaders by working with colleges through service learning courses and days.
- Community & Partner Outreach – WV CAG consistently works in coalition with community and partner organizations. The OC will be responsible for maintaining and building old and new partnerships with community activists, non-profits, and other organized progressive groups, as well as with our national affiliate, People’s Action.

Qualifications: WV CAG and WV CAEF is seeking a high energy individual with strong interpersonal skills, who has demonstrated interest in, enthusiasm for, and commitment to the mission and principles of WV Citizen Action. The candidate needs to have excellent organization and administrative skills, as well as, the ability to follow through on assignments with a minimum of direct supervision. Skills needed and/or desired in a candidate:

- Working knowledge of Microsoft Office Word, Excel, and Publisher
- Experience coordinating volunteers and building leaders, especially with college students
- Social media management skills; graphic design skills not required, but are a plus
- Strong written and verbal communication skills
- Experience maintaining a database
- Working knowledge of WordPress
- Coding skills not required, but are a plus
- Experience planning and coordinating events
- Enthusiasm for civic engagement; knowledge of how to manage voter registration drives, phone banks, and door canvasses are a plus, but not required

Compensation: Salary is commensurate with experience and qualifications. WV CAG offers great benefits including health and dental insurance, life insurance, paid vacation, paid sick days, and a flexible schedule. Applications will be reviewed on a rolling basis until February 20th, 2017 or the position is filled.

To apply: Please email a cover letter, resume, three professional references, and writing sample to Ciera Pennington at ciera@wvcag.org. No phone calls, please.