



SANTA CRUZ VALLEY  
NATIONAL HERITAGE AREA

## Outreach & Programs Coordinator

**Supervisor:** Executive Director

**Type:** Full-time, 40 hours/week, FMLA non-exempt

**Compensation:** \$45,000- \$55,000

**Target Start Date:** Immediately

The Outreach & Programs Coordinator is responsible for conducting outreach for and implementation of all projects and programs as developed by the Executive Director and Board of Directors in carrying out our Management Plan objectives. The position demands strong organizational and communication (both written and verbal) skills, attention to detail, ability to multi-task, and ability to develop and maintain budgets. Essential responsibilities follow, though other duties may be assigned as needed.

- Creation and implementation of public and constituent outreach, including development of print brochures, monthly e-newsletters, social media posts, website updates, and others as identified, using best practices and methods to extend reach
- Implement event engagement strategies including identifying opportunities, development of activities, securing volunteer participation, and managing site logistics
- Oversee distribution of all brochures and publications to partner sites and appropriate high-traffic locations
- Track and analyze outreach and marketing stats to measure progress and identify strategies for improvement
- Seek out opportunities to collaborate, partner, and improve awareness and develop relationships to support programs, foster volunteerism, and bolster financial resources
- Maintain database of contacts and communications with partners and supporters
- Conduct updates or presentations with partners and the community
- Oversee development of messaging framework to create efficiencies throughout communications
- Oversee the development and implementation of programs and projects by creating workplans, (i.e. strategies and tactics), documenting operational procedures, budgets, coordinating with suppliers and partners, delivery, and final reporting of impact
- Work with Grants Coordinator to identify potential funding sources and create proposals
- Attend organizational and partner meetings, forums, and workshops to stay apprised of trends and opportunities

**Qualifications:** A four-year accredited college degree and 2+ years of relevant work experience (administrative, program development, community outreach and/or marketing). An equivalent combination of education and experience may be accepted as a satisfactory substitute for required education and experience listed above. Other qualifications include:

- Strong written and verbal communication skills; Spanish fluency, a plus
- Strong organizational skills to manage multiple, complex tasks
- Competency with MS Office, Canva, Wordpress, and Mailchimp platforms
- Ability to create, interpret, and manage budgets
- Professional, collaborative, outgoing personality with a desire to build strong relationships
- Commitment to the mission of the Santa Cruz Valley Heritage Alliance

**Benefits:** Includes 15 days annual paid time off and 10 federal holidays. Reimbursement of personal auto mileage for work-related travel. Possibility to attend industry conferences.

Send resumé and cover letter to Lesley Kontowicz at [lesley@santacruzheritage.org](mailto:lesley@santacruzheritage.org)

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