

## Girls on the Run of Greater Rochester – Community Outreach, Engagement, and Events Specialist



Girls on the Run of Greater Rochester is a local nonprofit organization that operates in agreement with Girls on the Run International and is dedicated to creating a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams. We inspire girls in 3<sup>rd</sup>-8<sup>th</sup> grade to be joyful, healthy and confident using a fun, experience-based curriculum which creatively integrates running. Our program currently serves 4 counties (Monroe, Ontario, Wayne, and Livingston) including over 75 sites, 1,300 girls, and 300 volunteer coaches.

Girls on the Run believes that all girls and communities should have access to our programs. We warmly welcome the participation of any child who identifies as “girl,” non-binary, gender queer or gender expansive in our programs. We strive to eliminate barriers to participation, to create programming that engages all communities, to be intentional about staff and volunteer diversity and to promote a culture of inclusion across the organization.

**Position Summary:** The Community Outreach, Engagement, and Events Specialist is responsible for engaging key audiences through communications, fundraising and marketing initiatives. This position reports to the Executive Director and works collaboratively with program staff to ensure alignment of efforts with program strategy. As a part of a 4 person team, this position will also directly support program delivery during the peak season.

### **A successful Community Outreach, Engagement, and Events Specialist:**

- Enjoys thinking through strategies for reaching people and moving them to action
- Is creative in making change
- Enjoys event planning and execution
- Gets excited to work with and learn new technologies to ensure Girls on the Run is relevant in the digital space
- Has a genuine interest in and commitment to helping Girls on the Run ensure our participants and coaches reflect the diversity of our community
- Is a team player with a roll-up-your-sleeves approach
- Enjoys building new and authentic relationships with others
- Is self-driven and has excellent time management skills

### **Responsibilities include but are not limited to:**

#### **Community Engagement and Outreach**

- Develop and strengthen relationships with diverse community organizations, colleges and universities, faith-based organizations, running groups, women’s groups, employee resource groups, school districts, and other stakeholders to ensure a sense of belonging and broaden representative coach and volunteer involvement with Girls on the Run

- Schedule and attend volunteer info meetings at various locations to recruit community coach volunteers
- Develop a plan to grow and activate our ambassador network effectively. Manage volunteers
- Research and identify opportunities for outreach at family events and local races
- Create innovative engagement strategies utilizing volunteers and board members to connect with Girls on the Run's target audiences including outreach events and hosting of volunteer open houses



### **Marketing & Fundraising**

- Identify fundraising events and work with Council Director and marketing/events committee on planning and execution
- Engage new and diverse audiences with new site recruitment, coach and 5K volunteer recruitment, and events
- Identify local businesses as possible sponsors/partners and work with Council Director on strategy
- Solicit companies for potential donations and giveaways for 5K and other events

### **General Team Responsibilities:**

- Support program delivery during peak seasons
- Visiting afterschool Girls on the Run practices
- Supporting coach training and managing Learning Academy
- Attend Girls on the Run International trainings as needed
- A commitment to using the opportunities of this position to make Girls on the Run a more Inclusive, Diverse, Equitable and Accessible organization

### **Qualities and Qualifications:**

- Passion for Girls on the Run mission and the ability to comprehend and effectively communicate issues surrounding empowerment, self-esteem, body image and whole-person health
- Outstanding communication skills in multiple environments and with a range of audiences (internal and external)
- Demonstrated experience with project management and event planning, as well as sales and marketing experience
- Access to reliable transportation
- Has the ability to multitask and prioritize
- Is available outside of school hours for seasonal site visits and other events, including 5K events
- Has ability to communicate effectively in person, by phone, via video conferment and email
- Proficient in Microsoft Word, Excel, and Canva

This position is offering a compensation range of \$18-19 hourly, depending on experience. In addition, Girls on the Run offers paid time off and holidays. This position is 20 hours per week and is currently hybrid/remote with in-person tasks required between the hours of 9am-5pm. Evening and weekend work is required.

