

Job Title: Outreach Coordinator

Position Type: Part Time

The Outreach Coordinator will deliver quality, effective, and expeditious outreach planning, coordination, and execution for Colorado Procurement Technical Assistance Center (PTAC) clients, partners, and sponsors. The goal for this position is to provide all support necessary to increase awareness of the Colorado PTAC services and programs across the entire state. This position will work closely with community partners, including SBDCs, Chambers of Commerce, Economic Development organizations, Incubators, local government entities and other business and community stakeholders.

Responsibilities:

- The Outreach Coordinator shall adhere to a code of generally accepted standards of professional conduct
- The Outreach Coordinator will conduct his/her professional activities in accordance with the highest standards of ethics and integrity and avoid any real or perceived conflicts of interest
- Develop and maintain an overall Communication Plan for the Colorado PTAC
- Develop and maintain partner, sponsor, other stakeholder contact listings
- Develop recurring Colorado PTAC newsletter with input from PTAC staff
- Coordinate outreach events with PTAC counselors to ensure awareness across all stakeholders
- Timely develop Constant Contact/similar, One-Pagers, capabilities briefs, event announcements, other marketing/outreach materials as required for standard program information, training events, outreach events, etc.
- Maintain and update Website as required to include all Colorado PTAC and selected partner events
- Coordinate with local community media, to include newspapers, radio, television for opportunities for the PTAC to provide community relevant information.
- Work with all stakeholders, developing relationships to support the overall value of the PTAC to their respective organizations.
- Perform other outreach activities as required

Knowledge, Skills and Abilities:

- Exercise good judgment in safeguarding confidential or sensitive information and adhere to high standards of confidentiality and honesty
- Plan, organize, prioritize and perform multiple tasks to perform job functions in an orderly, efficient manner
- Work independently with minimal supervision
- Review, proofread, and verify documents for accuracy and adherence to policies and procedure.
- Identify problems, analyze alternatives, and develop viable recommendations
- Compose written materials of moderate to complex difficulty on outreach related requirements
- Establish and maintain effective working relationships with those contacted in the course of assignment

Outreach Coordinator Position Description

- Maintain knowledge and awareness of key players in various government procurement offices throughout the region and state

Minimum Qualifications and Requirements:

- BA/BS in Business Administration, a related discipline, or equivalent experience; specific knowledge of marketing is essential
- Knowledge of marketing and outreach techniques, non-profit oriented a plus
- Knowledge and experience with all standard social media outlets, to include LinkedIn, Facebook, Twitter, etc
- Proficiency with Constant Contact software
- Proficient in Wordpress web page software
- Proficiency in the use of software applications e.g. MSWord, Excel, Outlook, database management, and internet use
- Must be willing to reach out to PTAC Sponsors, Partners and Civic Groups to build awareness and support of PTAC Mission
- Read, comprehend and interpret written materials of moderate to complex difficulty

