



Job Title: WTVI Education/Outreach Coordinator Grade: K

Department: CPCC/WTVI FLSA: Exempt

The incumbent in this job is expected to assist the College in achieving its vision and mission. Customer focus, college service, and a willingness to assist as needed are expectations for all employees.

General Function

Coordinate and manage community engagement components of local and national broadcasts

Characteristic Duties and Responsibilities:

- 1. Liaison to community, government, health, educational organizations in response to issues utilizing station programming
- 2. Maintain public awareness of WTVI's outreach campaigns by means of print spots, and social media
- 3. Oversee Raising Readers workshops and evaluations
- **4.** Develop workshops and new programs to help educators using Raising Readers curriculum in classrooms; facilitate professional development workshops for educators
- 5. Oversee Raising Readers advisory board
- 6. Oversee preview screenings, webinars, town hall meetings, and follow-up broadcasts for outreach activities and projects
- 7. Coordinate with grantwriters to secure funds for local projects
- 8. Other duties as assigned

Minimum Requirements:

High School Diploma or GED

Three or more years' experience in community relations

Demonstrated ability to develop collaborative partnerships among diverse groups in multicultural environments

Ability to organize events and coordinate efforts of groups of people

Ability to work on multiple projects

Skill in developing, facilitating, and leading workshops, meetings, and training sessions

Strong oral, written, interpersonal, and presentation skills

Reporting Relationships:

Direction Received: Director, Media Operations



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Direction Given: No authority or responsibility for directing the work of others, for project direction, or

program administration.

Knowledge. Skills. Abilities and Worker

Supervisory skills

Knowledge of laboratory procedures

Ability to work well with individuals with diverse background

Working Conditions:

Typical office environment