

WE ARE HIRING!

We're looking for someone to join our team as a

OUTREACH COORDINATOR

Department: Office of Elections

Location: Richmond, VA

Estimated Pay: \$45,000-\$51,000 per year

Application Deadline: December 8th, 2023

Role Description:

The Office of Elections in Richmond, Virginia is seeking a dynamic and motivated Outreach Coordinator to join our team. As an Outreach Coordinator, you will play a critical role in enhancing our efforts to engage and educate the community on the electoral process and voting initiatives. Your creative and strategic approach will help promote civic participation and ensure the success of elections in Richmond.

Key Responsibilities:

- **Marketing Strategy:** Develop and implement marketing strategies to promote voter registration, election information, and other electoral events.
- **Community Engagement:** Collaborate with community organizations, schools, and local businesses to organize voter education and registration events.
- **Social Media Management:** Manage and maintain the department's social media profiles, creating engaging content, and responding to inquiries.
- **Content Creation:** Develop informative and visually appealing content for print materials, websites, and social media platforms.
- **Data Analysis:** Analyze data and feedback to measure the effectiveness of marketing campaigns, making data-driven recommendations for improvements.
- **Public Relations:** Act as a liaison with local media outlets, creating press releases and coordinating interviews to raise awareness about election-related activities.
- **Event Coordination:** Plan and execute outreach events, including voter registration drives and public forums, to engage the community.
- **Collaboration:** Work closely with the Elections team to ensure messaging and campaigns align with departmental goals and initiatives.

Qualifications:

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field.
- Proven experience in marketing, preferably with a focus on community or public service.
- Excellent communication skills, both written and verbal.
- Proficiency in social media management and content creation.
- Strong organizational and project management skills.
- Ability to work effectively in a fast-paced and deadline-driven environment.
- Knowledge of civic engagement is a plus.
- Familiarity with local Richmond communities and stakeholders is a bonus.

Benefits:

- Comprehensive healthcare and benefits package.
- Professional development opportunities.
- A chance to make a meaningful impact on civic engagement.

If you are passionate about democracy, have a flair for creative marketing, and want to be an integral part of the electoral process in the Capital City, we encourage you to apply for this new and exciting Outreach Coordinator position.

The Office of Elections is an equal opportunity employer and welcomes candidates from all backgrounds to apply. We are committed to creating a diverse and inclusive work environment.

**To apply, please submit your resume, cover letter, and any relevant portfolio materials to General Registrar Keith Balmer
Keith.Balmer@rva.gov**

