

Literacy Volunteers of Charlottesville/Albemarle

Tutor Recruitment Specialist/ Storyteller

- *Permanent full time position*
- *32 to 35 hours per week*
- *31,616 to \$40,040 per year + employer paid health and dental insurance, + retirement contribution + generous holidays and vacation time*

Literacy Volunteers of Charlottesville/ Albemarle trains volunteers to work one-on-one with adult students who are striving to improve their reading, writing, and English-speaking skills. We are looking for an individual who will help us recruit and retain the over 175 individuals we need to run our successful program each year. A significant part of this job is creatively telling the impact our services have on our students to our community at large through a variety of methods: print media, radio, television, video, and personal appearances.

This position reports to the Executive Director, but works closely with the Program Manager and Program Assistant to get to know the tutors in the organization and make their volunteer experience meaningful. The staff is a team of individuals who love coming to work every day and share a sense of gratitude for the opportunity to help people improve their life situations, so the successful applicant will have a positive attitude and sense of humor (be it dry or quirky—we're a team that laughs as hard as it works). He or she will know how to make our volunteers feel appreciated. He or she will not only understand the value of a "warm fuzzy," but also be able to come up with original ways to make LVCA a fun and vibrant organization for tutors and students alike. The successful applicant will be friendly and outgoing, enjoy juggling a variety of tasks, and be invested in building relationships with staff, tutors, and students.

Work hours are mostly daytime, with two evenings in the office until 7pm. Some organizational activities will require occasional evening or weekend participation.

Skills/ experience desired:

- *relevant previous promotional/ marketing/ outreach experience*
- *writing and editing skills*
- *video production skills*
- *social media/ website updating skills*
- *strong communication and interpersonal skills*
- *event coordination experience*
- *strong organizational skills*
- *attention to detail*
- *understanding of the culture of small, nonprofit organizations*

If you are interested in this job, please email a cover letter and your resume to ellen@literacyforall.org as one pdf file. Please put "job application" in the subject of the email. A complete job description can be found at www.literacyforall.org/jobs.

Applications will be reviewed as they come in, and the process will close on July 29, 2016.



233 4th Street NW, Box L
Charlottesville, Virginia 22903
Phone (434) 977-3838

Job Description: Tutor Recruitment Specialist

1. Recruit tutors each year through a variety of methods:
 - Print media
 - Radio and television
 - Social media
 - Representation at community events and/or support in coordinating representation at events
2. Communicate the mission and impact of LVCA to the Charlottesville/ Albemarle community.
 - Keep website updated
 - Keep Facebook/Twitter/Instagram active
 - Create e-news blasts for various stakeholders
 - Create or arrange print, radio, television ads
 - With the “Volunteer Coordinator,” facilitate LVCA having a presence at community events
 - With the Executive Director, develop marketing campaigns for fundraising, our annual Wordplay event, and other projects
 - Film, edit, and post videos on LVCA YouTube channel
 - Create fliers and other print materials as necessary
 - May support our regional adult education program through creation of videos, upkeep of social media, and other tasks as assigned
 - Write student and tutor stories for promotional use in annual reports and newsletters
3. Retain and support tutors for the LVCA program:
 - Provide social activities to keep tutors engaged such as book groups and gatherings
 - In collaboration with the Program Manager, coordinate in-service training opportunities for tutors
 - In collaboration with the Program Manager, create teaching tools (videos, other) for tutors
 - Support tutor professional development and awareness of LVCA mission through Tutor & Student Newsletters
4. General office coverage and other duties as assigned
 - May include computer help for students
 - May include proofreading, writing, and editing of grants, letters, and other papers
 - May include coordinating or helping with “Wordplay” event
 - May include layout or proofreading of publications of student work
 - May include coordinating events with partner organizations to increase awareness of LVCA
 - May include assisting with Jefferson School City Center promotions/events

STAFF

Executive Director
Ellen Moore Osborne

Program Manager
Steven D. Reid

Program Assistant
Maureen Overstreet

Tutor Recruitment
Amie Whitemore

Citizenship Coordinator
Paige Zelikow

*Jefferson School
Marketing Coordinator*
Crystal Napier

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