



Prancing Ponies Foundation Outreach Associate Volunteer

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| Job Title: | Outreach Associate | Job Category: | Job Category |
| Department/Group: | Partnerships | Job Code/ Req#: | OUTMGR2018 |
| Job Type: | Part-Time | Hours: | 2 – 3 days/week |
| Location: | SF Bay Area | Travel Required: | Travel Required |
| Level/Salary Range: | Volunteer | Position Type: | Volunteer |
| Professional Level: | Associate | Min Education: | 2 nd / 3 rd Year |
| HR Contact: | Chanterria McGilbra | Date Posted: | 01/23/18 |
| Will Train Applicant(s): | Will Train Applicant(s) | Posting Expires: | 12/31/18 |
| Benefits | Training | Start Date: | 06/01/18 |
| External Posting URL: | www.prancingponies.org | Internal Posting URL: | www.prancingponies.org |
| Applications Accepted By: | | | |
| FAX OR EMAIL: supporttheponies@prancingponies.com Subject Line: Outreach Manager Volunteer | | MAIL: Prancing Ponies Foundation PO Box 1942 Mill Valley CA 94942 | |
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DESCRIPTION

Prancing Ponies Foundation mission is to develop core competencies required for advancing to and succeeding in leadership roles in college and later in their careers in engineering or the automotive industry.

Founded in 2016, Prancing Ponies goal is to serve 1000 girls nationwide by 2020.

We offer two programs that support our mission and goal. The Prancing Ponies Leadership-Summer/Abroad Academy provides up to ten 2nd & 3rd year University girls an opportunity to learn core leadership skills while interning. Our newest program, the Prancing Ponies Online Leadership Academy for high school girls enables us to teach critical leadership skills prior to college empowering them to take on leadership roles in college and later in their chosen careers.

Position Summary

The Outreach Manager is responsible for outreach/recruitment of high schools and colleges to each respective program. This person will work closely with the Executive Leadership Team to execute outreach and marketing strategies to new and existing schools/students to support growth and expansion of programs within California. Responsibilities also include supporting development, special events and fundraising activities.

The Outreach Manager will report directly to the Executive Director (E.D.) and will be responsible for the following:

Lead Generation and Account Management: (70%)

- Conducting new outreach to potential schools to generate new Academy contracts
- Responding to incoming Academy inquiries
- Maintaining and managing relationships with current and past customers to support their needs and generate future business opportunities
- Posting new contracted schools on the website and notifying the team of newly confirmed schools
- Conduct weekly meetings with E.D. to provide weekly updates on activities
- Consistently and diligently logging leads and communications in online tool ongoing
- Liaison and interface between schools and students for ongoing set-up, implementation, and post logistics
- Perform other duties as assigned by supervisor

Marketing and Outreach: (30%)

- In collaboration with the Executive Leadership Team, strategize, create, manage and execute marketing campaigns and promotions for Academies and curricula based on the strategies outlined in the Business Plan
- Promote Academies through email campaigns and individual outreach to key contacts
- Research markets in school districts to create and execute an outreach plan, monitor registration numbers and increase outreach accordingly
- Create occasional press releases for Academies to distribute through media channels
- Distribute and post fliers for Academies and curricula sales on key websites and calendars



- Discuss and schedule monthly newsletters and email blasts for special events in Constant Contact with Marketing department
- Manage social media accounts on Facebook, Twitter and other social media outlets: draft copy, create graphics, and prepare weekly calendar for review
- Focus on engaging followers on Facebook, Twitter, and other social media outlets to ensure regular promotions of upcoming events, Academies and curricula. Create and manage Facebook Event Pages
- Initiate, coordinate and maintain media sponsor relationships and ensure timely delivery of print, online and social media assets
- Support Executive Director with coordinating promotional partnerships with other organizations

QUALIFICATIONS

- 2nd or 3rd year college student/graduate working toward a Bachelor in engineering, marketing, communications, digital media, non-profit management or a related field.
- Commitment to work a set schedule (20-40 hours per week). Days/times to be agreed upon in advance between the intern and Academy.
- Results-driven, excellent communication and writing skills and the ability to work collaboratively and nurture effective, positive working relationships with leadership team, co-workers, clients, customers, and partners
- Ability to work independently but also as part of a committed team
- Ability to meet deadlines; work well under pressure; and communicate clearly, professionally, and personably with colleagues, customers, partners, and vendors
- Computer proficiency with Microsoft Office Suite and database management systems
- Self-starter, able to show initiative, friendly, hospitable, hard-working
- Digital Marketing, Website and Online Content Management Experience
- Excellent skills with social media and other communication formats. Capacity to provide social media strategy, implementation, and oversight
- Ability to innovate, think strategically and conceptually and manage multiple projects simultaneously

In addition, the ideal candidate will possess the following attributes and experience:

- Extremely high level of professionalism, collegiality, relational, self-motivating, organized
- Passionate about youth and families, healthy relationships and circle approaches
- Professional, creative, honest and trustworthy
- Flexible and able to deal effectively and politely with people from all backgrounds and in all types of difficult situations
- Ability to evaluate problems accurately and display good, sound, confidential judgment
- Motivated and flexible to change.