



JOB TITLE: Outreach and Events Coordinator, Healthy Marriage Initiative

REPORTS TO: Program Director, Midwest Operations

SUMMARY: The Outreach and Events Coordinator is responsible for serving as the lead to market the HMI program to high schools, community-based organizations, faith-based organizations and churches, businesses and residents of the Greater Milwaukee area. He or she will also plan and coordinate all aspects of special events for the Healthy Marriage Initiative (HMI). This includes community marriage education sessions, the annual Black Marriage Day Recognition Event, and other community outreach and recognition events.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Work with Program Director to identify possible healthy marriage program events to schedule, coordinate and offer in the Milwaukee community
- Serve as lead staff person in organizing all aspects of events to include identifying Educator and/or guest speaker, securing location, determining guest list; developing and submitting event budgets for approval
- Ensure meeting location, food and other materials are available and ready for events
- Serve as lead staff person in marketing all events through flyers, community events and meetings, door to door campaigns, radio announcements and television/news appearances. Marketing for all events should begin at least five weeks in advance of the scheduled event
- Develop and submit sponsorship packets for events to include Black Marriage Day, Relationship/Marriage Summits, Retreats, Mentoring Activities and Community Forums
- Attend special events, assist with registration and other duties as needed
- Assist in determining appropriate marketing materials for 1) high schools and businesses, 2) possible funders and 3) possible program participants
- Conduct outreach to secure HMI education sites. This includes high schools, community-based organizations, faith-based organizations, churches and other businesses
- Attend both community and faith-based events to promote the Healthy Marriage Initiative
- Attend recruitment meetings with Educators as needed to secure teaching sites

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- Work in collaboration with selected Social Marketing Consultants/Firm(s) to implement marketing plan for each program year
- Attend Educator and Administrator meetings, provide an update on marketing plan, materials and activities as needed
- Other duties as assigned

MINIMUM QUALIFICATIONS

- Bachelor's degree required. Master's degree preferred. Professional work experience equivalent to Bachelor's degree would be considered.
- Three to five years of solid events planning experience.
- Good communication skills (oral and written).
- Independent and creative thinker.
- Good analytical and problem solving skills.
- Ability to multi-task.
- Positive attitude.
- Commitment to Healthy Marriage philosophy.

Salary commensurate with experience. Please send cover letter and resume by November 21 to:

Center for Self-Sufficiency, Inc.

Attn: Julie Landes

4465 North Oakland Avenue, Suite 200, Milwaukee, WI 53211

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info@centerinc.org; www.centerinc.org

CFSS is an Equal Opportunity Affirmative Action Employer

Based in Milwaukee and founded in 1997, the Center for Self-Sufficiency is a nonprofit organization that specializes in providing healthy family program assistance to states, local governments, school districts, and community- and faith-based organizations throughout the U.S. CFSS is a leader in designing and implementing abstinence-until-marriage projects and healthy marriage programs, serving youth and adults in 43 communities in 19 states.

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