Job Title: Volunteer and Outreach Coordinator

Status: Full Time Exempt (Salaried)
Reports to: WORT Board of Directors
Works with: The WORT Staff Collective (full-time staff)
Starting salary: $35,000-$38,000 commensurate with experience

Job Summary

WORT FM is a non-profit, listener-sponsored community media organization (terrestrial and internet radio, web, social media and podcasts). We are seeking a caring and supportive individual committed to social justice and strengthening and empowering diverse voices throughout Madison and south central Wisconsin. Our collaborative workplace incorporates the energy, strengths and interests of each staff member as we work together to fulfill our mission. WORT strives to create a welcoming space for all and encourages applicants from underrepresented communities and from candidates who foster and promote the values of diversity and inclusion.

The WORT staff consists of full time personnel, who constitute the Staff Collective and are currently represented by IBEW Local 2304 and part time staff. As a represented member of the Staff Collective, the Volunteer and Outreach Coordinator’s mission is to facilitate community access and training in radio by identifying, organizing, and placing volunteers in positions at WORT to support the ongoing work of the station and its paid staff; increasing the diversity of the volunteer membership at WORT; and promoting WORT’s visibility and positive identity in the communities within our listening area.

Primary activities of the Volunteer and Outreach Coordinator include:

Volunteer Coordination and support services--recruitment, training and supervision of volunteers for pledge phones, events and reception desk

Outreach--conduct promotion of the station, programming and activities; community engagement.

Note: Every employee is expected to be a volunteer coordinator within their department in a manner that amplifies the station’s ability to fulfill its mission through volunteer involvement.

Required Qualifications:

• Two (2) or more years of proven success in paid or unpaid volunteer management including event staffing, meeting facilitation, training, and community outreach

• Proficiency in current computer technology including word processing; Google documents and drive; experience with Excel, Access or other databases; video conferencing set up, control, hosting and presentations

• Adaptability and willingness to learn new technologies
• Reliable transportation

Desired qualifications:

• Experience with non-profit organization(s)
• Proven ability to work within a diverse work environment
• Experience in a cooperative working environment

Preference will be given to candidates who demonstrate these competencies:

• INTERPERSONAL COMMUNICATION:
  o Demonstrated ability to build and sustain positive relationships
  o A history of working collaboratively with others
  o Effective verbal and written communication skills
  o Experience working effectively with a diverse community of staff, volunteers, listeners and donors

• PRIORITY MANAGEMENT:
  o Demonstrated self-management behaviors within a team context
  o Strong project management outcomes (e.g. meets established timelines and targeted outcomes within budget)
  o Demonstrated adaptability in the face of multiple, competing and/or shifting priorities

• PROBLEM SOLVING SKILLS
  o Demonstrated listening skills
  o Sensitivity to multiple points of view
  o Experience solving problems

• DIGITAL MARKETING AND SOCIAL MEDIA
  o Ability to generate WORT-centric stories and copy
  o Demonstrated knowledge of online marketing tools or willingness to learn
  o Proficiency with image editing tools or willingness to learn
  o Understanding of major social media platforms and analytics or willingness to learn

Primary Responsibilities:
The Volunteer and Outreach Coordinator is responsible for:

1. **Volunteer Staffing (20%)**
   a. **Identify Volunteer Needs Station-Wide:** Work with staff and volunteers to identify long-term and short-term volunteer openings.
   b. **Recruit Volunteers:** Conduct tours for prospective volunteers and groups; in conjunction with the News Director decide which volunteer fairs to attend, and staff those fairs, including but not limited to the UW Public Service Fairs, the UW Advertising and Communication Job Fair, Madison College Volunteer Fairs, and the Wisconsin Broadcasters Association Job Fair. Develop and utilize internal and external outreach strategies for recruitment, especially targeting underrepresented communities.

2. **Volunteer Management, Coordination and Support (20%)**
   a. **Volunteer Onboarding:** With input from volunteers and the Staff Collective, develop, implement and maintain a new volunteer general onboarding program covering information that all volunteers should know, including informing all
volunteers about the link to the Volunteer Handbook and that they may request a printed copy, ensuring that they have reviewed the Handbook and collecting their signed acknowledgment. Other duties include, but are not limited to, providing a tour and overview of WORT and information on how to contact staff and fellow collective members, how to handle different types of emergencies, where to find paper products for restrooms and copiers, and what is generally permitted/not permitted.

b. **Volunteer Training:** In conjunction with the Music and News and Public Affairs Directors, schedule and organize onboarding and training of incoming volunteers, including an overview of studio and station operations.

c. **Maintain Volunteer Database:** Enter volunteer information and update as needed.

d. **Maintain Volunteer Website:** Coordinate content with the Music and News/Talk departments and other staff as needed.

e. **Produce Electronic Volunteer Newsletter, “WORT’s Happening” monthly.**

f. **Supervise Volunteer Receptionists, Outreach and Event Volunteers and Pledge Phone Volunteers:** Recruit, train and supervise, schedule, and approve substitutes

g. **Conduct Exit Interviews:** Offer exit interviews with departing volunteers; develop and provide an electronic survey for volunteers who don’t opt for an in-person or phone exit interview.

3. **Outreach (20%)**

a. **Outreach Booths:** Solicit, train and oversee outreach and event volunteers; develop promotional materials; work with volunteers to set up and staff the outreach booth during events to increase WORT’s presence in the communities it strives to serve; maintain current relationships for outreach opportunities and seek additional opportunities, particularly in untapped communities.

b. **Community Meetings & Events:** Ensure WORT’s presence in geographically and culturally diverse neighborhoods of our listening community. Engage diverse audiences, particularly those representing people of color, through targeted partnerships as identified by the Volunteer Outreach Coordinator, with input from staff and volunteers.

c. **Outreach Strategies:** With the assistance of staff, volunteers, and community partners, develop and utilize internal and external outreach strategies for volunteer recruitment, especially strategies that solicit volunteer representation from underrepresented communities.

d. **Social Media:** Routinely use social media platforms, and if necessary, advertisements, to engage listeners and recruit volunteers.

4. **Fundraising Support (20%)**

a. **Pledge Drive Support:** Create online volunteer sign-ups, ensure coverage of pledge phone shifts, including sending email and phone reminders; provide
orientation to pledge drive volunteers and on-site support during pledge drives

b. **WORTstock Support:** Arrange for ~115 volunteers for set-up, beer ticket sales, raffle ticket sales, WORT booth staff, Kids Craft Area staffing, and clean-up; pack supplies; remind volunteers of their shifts via telephone calls/email to ensure shifts are covered as expected; provide day-of-event support, including on-site coordination, problem-solving, orientation and training; reload and unpack materials post-event.

c. **Birthday Party Support:** Line up volunteers and staff the event, including assisting with set-up, serving food/cake, and cleaning up; assist the Business Development Director to line up emcees, stage hands and DJs.

5. **Program Promotion Support (10%)**

a. **Promotion & Marketing:** Distribute program schedules and other publicity materials; coordinate production and placement of print and online ads. Contribute to the Radio Pilot listener newsletter upon request.

b. **Non-Music Promotional Exchanges:** Respond to inquiries, review applications, send the WORT logo to those for whom promo exchanges are approved; arrange for pick up, display and return of the WORT banner when appropriate; set up ticket giveaways and inform the Listener Sponsor Development Director if tickets are available as pledge premiums; make arrangements for the design of program book ads; work with the Promos Production Coordinator to produce on-air announcements; work with the Business and Events Development Director to schedule announcements.

**Secondary Responsibilities:**

The Volunteer and Outreach Coordinator is secondarily responsible for:

1. **General Administrative Functions (10%)**

   a. Attend weekly staff meetings, and facilitate and or take notes as needed. b. Represent staff on committees as appropriate to role; serve on hiring committees as needed.

c. Prepare weekly staff reports, monthly committee reports, monthly board reports, volunteer and outreach-related narratives for the annual membership report, and the annual Volunteer and Outreach Budget.

d. Serve as the staff representative to the Community Advisory Board.

e. Serve on the Diversity, Equity and Inclusivity Work Group

f. Facilitate compilation of the voter list for the June Annual Meeting.

g. Prepare the annual FCC Equal Employment Opportunity/Affirmative Action Report to be filed by August 1st

2. **Other tasks as determined by the Board of Directors or agreed upon by the Staff Collective**

**Working Conditions:**
The Volunteer and Outreach Coordinator is a member of the full-time Staff Collective, with union representation provided by IBEW 2304. The Volunteer and Outreach Coordinator works in an office setting the majority of the time, requiring sitting (or standing) for long periods of time at a computer and communicating by telephone and email. Dress code at WORT-FM is casual. This position requires some availability for work hours during evenings and weekends to attend meetings and external events.

**Benefits:**

Benefits include three (3) weeks paid vacation, nine (9) paid holidays, and twelve (12) paid personal days per year; full health insurance, dental insurance, and long and short term disability coverage; 2% employer paid retirement benefit, and a paid one-hour lunch daily on full workdays.

**Statement of Non-Discrimination:**

WORT-FM is an equal opportunity employer, and does not discriminate in its employment practices with regard to age, gender identity and expression, sex, race, religion or atheism, color, national origin or ancestry, citizenship status, disability, marital status, source of income, credit history, veteran or discharge status, physical appearance including hairstyle or clothing, sexual orientation, genetic identity, political beliefs, familial status, student status, domestic partner status, receipt of rental assistance, lack of a social security number, homelessness or unemployment status, to the extent as authorized by law.

Women, people of color, and those from diverse backgrounds are especially encouraged to apply.