



## **MARKETING & OUTREACH COORDINATOR**

**Filing Deadline: 4:00 p.m., Friday, February 18, 2025**

***Salary: \$25 Per Hour***

***Grant Funded Position***

### **The Position:**

Under the direction of an assigned supervisor, the Marketing and Outreach Coordinator position plans and directs the organization's communications and marketing efforts. Additionally, this position assists Management in maintaining a positive and favorable public image of the Corporation, the Workforce Development Board, Business Services, and Career Services programs. Responsibilities may include developing and implementing marketing strategies to promote services to businesses and job seekers, facilitating all promotional materials and communication, signage, and branding requirements, preparing marketing reports, and assisting with newsletters and social media platforms. The incumbent must have the ability to establish and enhance cooperative, professional relationships between and among staff, colleagues, agency partners, and the community.

### **Examples of Duties: (Include but are not limited to the following)**

Develop and maintain a positive professional relationship with the media to enhance a favorable public image of the organization;

Plan, develop, and implement all marketing communications, materials and displays for a variety of programs;

Post, update, manage, monitor, and assist in maintaining content on the organization's website and social media platforms;

Assist with building and maintaining cooperative relationships with targeted communities through active engagement and outreach;

Prepare, edit, and distribute organizations' publications, such as flyers, brochures, e-newsletters, resource guide and/or annual reports for internal or external audiences;

Assist partners, community-based organizations, and other entities to leverage and increase outreach efforts;

Create and disseminate surveys to customers, partners, businesses, community-based organizations, and the public;

Assess the effectiveness of local marketing and outreach efforts and provide recommendations on future strategies;

**Qualifications:**

Bachelor's Degree in Public or Business Administration, Marketing, Advertising, Communications, Public Relations, or a closely related field.

**OR**

Associate's Degree in Public or Business Administration, Advertising, Marketing, Public Relations, Communications or a closely related field **AND** three (3) years of recent experience in business and employer relations, civic activities, and community development conducting marketing research, creating promotional materials, promoting and maintaining social media presence, and coordinating or participating in marketing events.

Possession of a valid California Class C driver's license highly preferred. Reliable transportation and ability to travel to various meetings, events, conferences, and other locations as needed using alternative transportation methods are acceptable.

**Employer Benefits:**

- Sick Leave: Earned at 8 hours per month.
- Vacation: Earned at 8 hours per month.
- Holidays: 13 paid days (including a floating Birthday Holiday)
- Health benefits: Eligible for medical, dental, and vision coverage at no cost to employee.
- Retirement: Eligible to participate in a deferred compensation 457 retirement plan after successful completion of the introductory period. Employee will have 30 days to enroll from the date of eligibility. Employer contribution is 6% if the employee agrees to the minimum employee contribution of 3%. If employee chooses to "opt out" within the first 30 days of enrollment, the employer contribution will be reduced to 2%.
- Employee Assistance Program: Eligible for behavioral health services and referrals, legal consultation and identify theft recovery, financial consultations, and family assistance resources and referral programs at no cost to employee.
- Life Insurance: Eligible for a \$50,000 life insurance policy at no cost to employee.

**Required Application Materials:**

To be considered, applicants must submit:

- Application Cover Letter
- Completed Workforce Investment Corporation Application Form
- Current Resume
- A Minimum of Two Professional Reference Letters (dated within 60 days of the date of your application submission)

Application materials are available from:

**Bertha Vega, Program Manager/EEO Officer  
Madera County Workforce Investment Corporation  
2037 West Cleveland Ave**

**Madera, CA 93637  
(559)662-4508**

**A CalJOBS application cannot be substituted for the Madera County Workforce Investment Corporation application form. Application materials may be mailed, hand-delivered, or emailed and must be received prior to 4:00 p.m., Tuesday, February 18, 2025, to be considered. Completed applications should be submitted to the individual and address above. If emailing your application materials, please send them to [HR@maderaworkforce.org](mailto:HR@maderaworkforce.org).**

Complete application packages received by the deadline will be screened against the position qualifications. Only the most qualified applicants, based on the information provided in the application package, will be invited to participate in the oral panel interview (date to be determined).

The Madera County Workforce Investment Corporation is an equal opportunity employer. All qualified individuals are encouraged to apply. Auxiliary aids and services are available, upon request, to individuals with disabilities.



**POSITION TITLE: MARKETING & OUTREACH COORDINATOR**

**SUMMARY:**

Under the direction of an assigned supervisor, the Marketing and Outreach Coordinator position plans and directs the organization's communications and marketing efforts. Additionally, this position assists Management in maintaining a positive and favorable public image of the Corporation, the Workforce Development Board, Business Services, and Career Services programs. Responsibilities may include developing and implementing marketing strategies to promote services to businesses and job seekers, managing all promotional materials, signage, and branding requirements, preparing marketing reports, and assisting with newsletters and social media platforms. The coordinator is expected to work independently and with others, exercise sound judgement, and exhibit initiative and good decision-making ability. The position requires a person who can manage multiple projects, plan and develop, coordinate, and manage relevant budgetary matters. The incumbent must have the ability to foster and enhance positive collaborative working relations between and among employees, emerging markets, trainees, internal staff and the community at large.

**RESPRESENTATIVE DUTIES:**

- Work with Management to guide the organization and Board on marketing activities and initiatives;
- Works with local media to establish the organization's mission and goals;
- Develop and maintain a positive professional relationship with the media to enhance a favorable public image of the organization;
- Learn and understand program goals and requirements to ensure compliance according to funding, policies, and procedures;
- Increase and promote the organization's programs and services by developing marketing and branding campaigns;
- Plan, develop, and implement all marketing communications, materials and displays for a variety of programs;
- Post, update, manage, monitor, and assist in maintaining content and structure on the organization's website and social media platforms;
- Assist with building and maintaining cooperative relationships with targeted communities through active engagement and outreach;
- Confer with Management and business services staff to identify trends or key group interests;

- Prepare, edit, and distribute organizations' publications, such as flyers, brochures, e-newsletters, resource guide and/or annual reports for internal or external audiences;
- Assist partners, community-based organizations, and other entities to leverage and increase outreach efforts;
- Assist with the coordination of career and resource events and job fairs;
- Coordinate, plan, and organize workshops, webinars, trainings, and presentations;
- Create and disseminate surveys to customers, partners, businesses, community-based organizations, and the public;
- Assess the effectiveness of local marketing and outreach efforts and provide recommendations on future strategies;
- Create and maintain a participant database to highlight participant success stories to the board and the public, aiming to inspire and motivate current and future participants;
- Serve as a "brand ambassador" and ensure proper and consistent use of name conventions, brand attributes and logo.

**OTHER DUTIES:**

Perform related duties and responsibilities as assigned.

**KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**

1. Unique challenges experienced by persons who have barriers to employment including, but not limited to, persons with disabilities, veterans, ex-offenders, English language learners, and the homeless.
2. Time and Project Management strategies and tactics.
3. Data collection techniques and platforms, including labor market information and industry trends
4. Appropriate resources and services available.
5. Interpersonal skills including tact, patience, and courtesy.
6. Operation of a computer and assigned software.
7. Knowledge of media platforms, Facebook, Twitter, LinkedIn, etc.
8. Recordkeeping and report writing techniques.
9. Principles and techniques of effective communication, public relations, and sales or marketing.

**ABILITY TO:**

1. Apply rules, policies, and regulations.
2. Follow agency protocols and procedures.
3. Communicate effectively both orally and in writing, to include formal and informal presentations through a variety of modalities and to a diverse audience.

4. Establish and enhance cooperative, professional relationships between and among staff, colleagues, agency partners, and the community.
5. Understand issues relevant to the organization and keep that knowledge up-to-date.
6. Manage multiple projects and follow through to meet deadlines.
7. Track, prepare and maintain records and data related to assigned activities.
8. Develop and distribute a variety of marketing, promotional, and informational materials that are consistent with the organization's messaging and branding plans.
9. Prepare and execute accurate marketing and outreach reports.
10. Analyze data and make logical recommendations or solutions to meet the organization's vision.
11. Work flexible hours, including some evenings and weekends.
12. Travel to and attend required meetings, trainings, events, and conferences.
13. Operate a computer and assigned software.
14. Work independently with little direction.

**EDUCATION AND EXPERIENCE:**

Bachelor's Degree in Public or Business Administration, Marketing, Advertising, Communications, Public Relations, or a closely related field.

**OR**

Associate's Degree in Public or Business Administration, Advertising, Marketing, Public Relations, Communications or a closely related field **AND** three (3) years of recent experience in business and employer relations, civic activities, and community development conducting marketing research, creating promotional materials, promoting and maintaining social media presence, and coordinating or participating in marketing events.

**LICENSES AND OTHER REQUIREMENTS:**

Possession of a valid California Class C driver's license highly preferred. Reliable transportation and ability to travel to various meetings, events, conferences, and other locations as needed using alternative transportation methods are acceptable.

**WORKING CONDITIONS:**

**ENVIRONMENT:**

Office and/or public environment.

Driving a vehicle to conduct work.

**PHYSICAL DEMANDS:**

Stamina to perform multiple assignments and tasks with many interruptions and deadlines while under a variety of circumstances including critical, intense, or urgent situations.

Communicating to exchange information in person or on the telephone.

Sitting, standing, or walking for extended periods of time.

Operate a computer and effectively utilize a variety of software and on-line tools.

Reading a variety of materials.

Reaching with hands and arms or bending at the waist to retrieve documents/files.

Lifting or carrying up to 10lbs.

# MCWIC APPLICATION FOR EMPLOYMENT

All applicants are considered for all positions without regard to race, color, creed, religion, sex, national origin, citizenship status, ancestry, age, marital status, veteran status, physical or mental disability, pregnancy, medical condition, sexual orientation, sex stereotyping, transgender status, gender identity, gender expression or any other legally protected status. By completing this application, you are seeking to join a team of hardworking professionals dedicated to consistently delivering outstanding service to our customers and contributing to the financial success of the company, its clients, and its employees. Equal access to programs, services and employment is available to all qualified persons. Those applicants requiring accommodation to complete the application and/or interview process should contact a management representative.

(Please Print)

Position(s) applied for: \_\_\_\_\_ Date of Application: \_\_\_\_\_

\_\_\_\_\_  
 Last Name First Name Middle Name

\_\_\_\_\_  
 Address City State Zip Code

\_\_\_\_\_  
 E-mail Address Nickname

\_\_\_\_\_  
 Telephone Number(s)

## EMPLOYMENT EXPERIENCE

Please list the names of your present or previous employers in chronological order with present or last employer listed first. Be sure to account for full periods of time including military service and any period of unemployment. If self-employed, give firm name and supply business references. [Add additional page if necessary]

Name and Address of Employer	Dates Employed		Supervisor and Telephone Number	Job Title and Duties	Reason for Leaving
	From Month/Year	To Month/Year			
			May we Contact <input type="checkbox"/> Yes <input type="checkbox"/> No		
			May we Contact <input type="checkbox"/> Yes <input type="checkbox"/> No		
			May we Contact <input type="checkbox"/> Yes <input type="checkbox"/> No		

Have you ever been involuntarily terminated or asked to resign from any job?

Yes or  No

If yes, please explain:

Please explain any gaps in your employment history:

Please list any other experience, job related skills, additional languages, or other qualifications that you believe should be considered in evaluating your qualifications for employment:

### EDUCATION

Please describe your educational background in the table provided below.

School Name	Years Completed	Diploma/Degree Yes or No	Describe Course of Study or Major	Describe Specialized Training, Experience, Skills and Extra-Curricular Activities
	1 2 3 4			
High School:				
College/University:				
Graduate/Professional:				
Trade or Correspondence:				
Other:				

### BUSINESS/PROFESSIONAL REFERENCES

Please list three professional references of individuals who are not related to you.

Name & Title	Business Relationship	Telephone Number or Email

### GENERAL INFORMATION

1. Have you ever worked for this company before?

Yes or  No

If yes, please give dates and position: \_\_\_\_\_

2. Do you have friends and/or relatives working for this company?

Yes or  No

If yes, name(s) and relationship(s): \_\_\_\_\_

3. On what date are you available to begin work? \_\_\_\_\_

4. Days/Hours available to work: \_\_\_\_\_





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## APPLICANT STATEMENT AND AGREEMENT

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Please read and initial each paragraph below. If there is anything that you do not understand, please ask.

\_\_\_\_\_ I hereby authorize the Company to thoroughly investigate my references, work record, education and other matters related to my suitability for employment.

\_\_\_\_\_ In the event of my employment with the Company, I understand that I am required to comply with all rules and regulations of the Company.

\_\_\_\_\_ If hired, I understand and agree that my employment with the Company is at-will, and that neither I, nor the Company is committed to continuing the employment relationship for any specific term. I further understand that the Company or I may terminate the employment relationship at any time, with or without cause, and with or without notice. I understand that the at-will status of my employment cannot be amended, modified, or altered in any way by oral statements or in any other way, but can only be altered by written amendment signed by the Owner/President of this Company. I also understand that the Company and its client are co-employers and that, if hired, I will be co-employed by both companies and the companies shall share employment responsibilities.

\_\_\_\_\_ I understand that safety of employees is extremely important to the Company and that the Company is committed to ensuring a safe working environment. I understand that I, and every employee, have a responsibility to prevent accidents and injuries by observing all safety procedures and guidelines and following the directions of my site supervisor. I understand and agree to comply with federal, state, and local regulations related to on-the-job safety and health. I also recognize that an effective safety program extends beyond normal working hours. Safety should be promoted within the family and in off-the-job activities. I understand and agree to adhere to safety practices while performing my job.

\_\_\_\_\_ I hereby certify that I have not knowingly withheld any information that might adversely affect my chances for employment and that the answers given by me are true and correct to the best of my knowledge. I further certify that I, the undersigned applicant, have personally completed this application. I understand that any omission or misstatement of material fact on this application or on any document used to secure employment shall be grounds for rejection of this application or for immediate discharge if I am employed, regardless of the time elapsed before discovery.

\_\_\_\_\_ I understand that if I am selected for hire, it will be necessary for me to provide satisfactory evidence of my identity and legal authority to work in the United States, and that federal immigration laws require me to complete an I-9 Form in this regard.

\_\_\_\_\_ I understand that if any term, provision, or portion of this Agreement is declared void or unenforceable, it shall be severed and the remainder of this Agreement shall be enforceable.

MY SIGNATURE BELOW ATTESTS TO THE FACT THAT I HAVE READ, UNDERSTAND, AND AGREE TO BE LEGALLY BOUND TO ALL OF THE ABOVE TERMS.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

City/State: \_\_\_\_\_