

# COMMUNITY OUTREACH COORDINATOR:

MWCAC Agenda Item—March 10, 2021

The MWCAC is considering hiring a professional person for the position of:  
COMMUNITY OUTREACH COORDINATOR.

This position will promote the MWCAC's purpose and responsibilities to the community it serves (Mark West, Larkfield, Wikiup, Fulton) and will plan & implement community outreach activities to include:

- Website: Content Updating
- Facebook: Updating
- YouTube: Explore Opportunities
- Press Releases
- Neighborhood Improvement Funding Program Awareness (NIFP)
- Community Engagement Surveys
- Establish Collaborative Relationships with Local Agencies and Organizations
- Solicit Relevant Speakers for Council Meetings
- Create and Maintain Contact List
- Work in Coordination with Council Secretary

Beth Henry is being considered for this position. Her quantifications follow below.

- Member Mark West Area Chamber of Commerce
- Mark West Area Chamber Board of Directors: VP Membership, and also VP Publicity and Public Relations. Hired as a private contractor to execute Membership Development and Related Services.
- Graphic designer with a background encompassing marketing, outside sales, brand management, fundraising/development, event design, and performance.

Estimated time commitment ~20-25 hours per month  
\$600/month, based on 20 hours/month at \$30/hr.

Submitted by Roni Berg, MWCAC