



The Spark Community Outreach Associate – Part Time Job Description

Position Classification: Part Time, Hybrid, 10 hours/week

Reports to: Director of Innovation

Compensation: \$24 - \$27/hour

The Spark Community Outreach Associate will support The Spark Warmline at Umbrella. The Spark Warmline is a confidential and anonymous violence prevention, phone-based helpline, offering non-clinical support to identify and transform abusive values and develop safe relationship capabilities to those who may have caused harm in their intimate relationships. The Outreach Associate will lead marketing and outreach efforts related to The Spark Warmline in the Northeast Kingdom initially with the plan to extend throughout the state of Vermont.

Specific Responsibilities:

1. Relationship Building/Outreach

- Develop strong relationships with community and organizational partners
- Utilize and manage community partner database and maintain up to date record of engaged partners and communities/populations of need
- Research and outreach to emerging partners
- Communicate with and perform follow up with community partners about their usage of The Spark and evaluate referral practices and integration of The Spark within partners' systems of support
- Coordinate informational meetings and referral trainings ensuring confident and effective utilization of The Spark
- Work with individuals with lived experience to co-create and co-deliver training and marketing materials

2. Content Creation

- Maintain and update The Spark online presence - website and social media
- Produce print, web, and audio marketing materials for The Spark with professional contractor
- Gather and incorporate stakeholder content feedback



3. Content Dissemination

- Work with local and statewide news outlets, community forums, and listserv to distribute The Spark materials
- Collaborate with local and statewide organizational and community partners to ensure physical marketing materials are available and distributed as needed
- Gather and analyze content engagement
- Adapt outreach strategies according to data content engagement trends

4. Logistical Coordination

- Coordinate and assist with focus groups and listening sessions regarding awareness, education, and utilization regarding The Spark

About Umbrella

Umbrella's mission to cultivate a Northeast Kingdom where all people thrive free from abuse and oppression. Our vision is to be an organization whose work and impact are elevated by high quality and cared for staff and volunteers, an inspirational communication strategy, a diverse and healthy funding pipeline, a commitment to learning and improving and in inclusive and open environment for all.

Umbrella provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age or disability.

To Apply

Interested applicants should send a cover letter and resume to Olivia Plunkett, Director of Innovation at olivia@umbrellanek.org by March 20, 2024.