

Job Description SecondStreet.org

Outreach Director

Overall Job Description and Purpose:

The SecondStreet.org (SSO) Outreach Director is responsible for identifying, screening and bringing to light stories from Canadians that intersect identified public policy priorities with compelling personal experiences.

Reporting:

This position reports to SecondStreet.org's president.

Major Duties:

- Work with the president and communications director to determine public policy areas (consistent with the SSO mission statement, strategic plan and research priorities) where personal experience stories should be sought.
- Develop and employ strategies both reactive (scanning news stories) and proactive (social media advertising) to identify interviewees who may have compelling experiences to share. Screen and seek permission to share their stories.
- Travel to locations and interview subjects in-person using video and photo. Pick good locations to maximize production quality. Work with and manage free-lance videographers and photographers as needed.
- Interview subjects online via Zoom.
- With direction from the president and communications director draft scripts and provide content including visual/graphic direction to vendors hired to edit SSO videos and related content.
- Ensure a consistent look and brand of produced materials.
- Work with the communications director in posting authored stories and visual graphics to SSO social media and related channels.
- Where appropriate, work with the president and communications director in advancing particularly powerful and compelling stories to broader audiences including traditional media through releases, opinion pieces, preparation of subjects for media interviews and for appearances at legislative or related hearings should the opportunity arise.
- Keep and maintain all equipment related to tasks. Recommend new equipment and software as required to be current and effective.
- Assist with and represent SSO publicly at events, conferences, and related networking/promotional opportunities. Provide input (and author as requested) distributed content and promotional material.
- Serve as public spokesperson for the organization if and when directed by the president.

- Serve as producer of The News Forum TV Program “On SecondStreet” including searching for, reaching out to and confirming appropriate guests for the program. Search for graphics to use for shows and share with News Forum staff.
- Work with staff to track and analyze data related to assigned tasks and discuss ways to improve both measurements and outcomes.
- Identify trends and insights to optimize and influence future work. Work with the president and communications director to brainstorm, pilot and measure new approaches.
- Be prepared to contribute to regular staff meetings and plans including the organization’s strategic plan.
- Look for and attend networking related and professional development events.
- Other duties as assigned.

Working Conditions:

- The Outreach Director is a full-time salaried position operating remotely. In-house support is minimal.
- Although flexibility with hours may be granted, the Outreach Director keeps regular office hours and will sometimes be expected to work overtime to meet deadlines and commitments.
- Expect to travel at least once a month.
- All work-related expenses and travel will be reimbursed including networking related and professional development expenses. All expenses must be cleared by the president. Expenses must be itemized and submitted to the Executive Secretary at least once a month.
- SecondStreet.org will cover the cost of basic home office expenses including internet and cell phone.
- Keep up with news and current events related to public policy including all content produced by SecondStreet.org.
- Be self-motivated and prepared to work independently as peer interaction is limited.

Performance Measurement and Reporting:

The Outreach Director’s performance will be evaluated based on the responsibilities outlined in this job description and his/her contributions toward the organization’s targets as noted in the Strategic Plan. A performance review will take place after the director’s third month with the organization and annually thereafter.