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**Job Description:** Literacy Advocate

**Reports to:** Executive Director

**Collaborates With:** Director of Programs

The Literacy Advocate acts as liaison between the Literacy Council and the surrounding community. The Advocate will be responsible for organizing student and volunteer recruitment projects. Activities may include community outreach, student intake, special events, professional development, etc.

The candidate must be bilingual (Spanish or Arabic preferred) and possess excellent written and verbal communication skills. Working knowledge of the Google platform is required. The position will require the ability to update the organization's website and social media accounts. It will also require communicating individually and in groups with students and the ability to write press releases, blog posts, news articles and more.

#### **Student & Volunteer Advocacy (30%)**

- Serve as the first contact in welcoming and assisting new, current, and returning students and/or volunteers in their various needs within the program.
- Administer and proctor student assessments, ensuring students are pre-assessed with CASAS during first week of class and post-assessed with CASAS after predetermined class/tutoring hours.
- Assist with intake (online form) and collection of signed required grant documentation.
- Assist with drop in students (or visitors) within the scope of the services we provide (e.g., job applications, general questions etc.) and refer individuals to the appropriate community resource as needed.
- Assist students as needed in the Language and Learning lab; orient & students on software programs such as Mango, Level-Up and other resources, as well as offer technical support if needed.
- Assist with data entry; input student information, assessments, and attendance into tracking spreadsheet weekly.
- Assist with managing and organization of student and tutor files.
- Assist with all aspects of office management and facility maintenance as determined by the Executive Director and Director of Programs (e.g., answering phones, student/volunteer registration, assessment, sign-in/entrance area, and regular cleaning/surface disinfecting etc.).

#### **Outreach, Communication & Resources (30%)**

- Collaborate with Executive Director and Director of Programs to develop and implement outreach approaches that include promotional and community awareness strategies to promote the LCofGI (publications, social media posts, fundraising campaigns, and public relations activities).
- Develop and maintain effective relationships with local agencies, employers, and donors, plus cultivating new relationships, as determined by the Executive Director and/or Director of Programs.
- Communicate with students using the Remind app.
- Assist with the promotion and planning, execution and follow-up actions (e.g., thank you letters) for fundraising and special events.
- Respond to or direct student questions and requests, ensuring the highest level of professionalism and customer service.
- Maintain regular contact with the media and providing appropriate responses to media requests and inquiries.

### **Event management (25%)**

- Serve as the primary contact for event management needs connected to large-scale events and fundraising such as the Annual Banquet, Scrabble Tournament and Community Potluck led by the Council.
- Prepare and disseminate materials in appropriate languages before and during events.
- Communicate with stakeholders, students, and area agencies and send reminders and updates about events.
- Have a physical presence during events during regular business hours as well as occasional weekends and evenings.
- Craft and administer pre- and post-event surveys utilizing organizational tools and developing a process for tracking events and capturing best practices.
- Coordinate/participate in one-on-one and small group meetings for both internal and external stakeholders, including school groups, roundtables and community committees.

### **Marketing (15%)**

- Manage the LCofGI's social media presence and explore strategies to improve the organization's social media recognition.
- Assist with the design of marketing materials for outreach activities and presentations for the LCofGI.
- Provide updates to existing website either internally or through communication with our website hosting partner.
- Remain informed of developments in the fields of marketing, communications, donor recruitment/retention, and public relations for nonprofit and literacy organizations.
- Other duties as assigned

### **Qualifications**

The Literacy Council of Grand Island's Literacy Advocate:

- Has the minimum of an associate's or bachelor's degree and/or related experience.
- Has a proven record of performing the skills necessary to complete the job responsibilities outlined for the Literacy Advocate.
- Has the ability to communicate in English, both verbally and in writing AND has a moderate knowledge of Spanish, Arabic, Somali or another language.
- Possesses the ability to multitask, interact well with others, and build strong relationships.
- Possess an understanding of our student's needs and the ability to communicate with individuals of varying languages, backgrounds, races, and religions.
- Is highly organized, analytical, and tech savvy – is proficient in tracking databases in areas such as student records, volunteers, and donations.
- Has the computer skills to assist students with the various language and citizenship programs used, as well as helping establish email accounts and other technology related questions.
- Understands social media trends and the ability to maintain and update the LCofGI's Facebook page and established website.
- Is available for outreach and fundraising events that do not take place during normal business hours; some weekend and evening hours are required.
- Has the ability to maintain confidential information.

**\*\*\*Interested candidates MUST email resume and cover letter to [info@gilitracy.org](mailto:info@gilitracy.org) to be considered for position\*\*\***