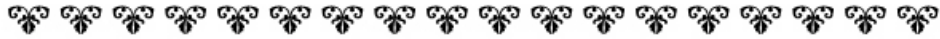


# THE EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER



600 River Street ▪ Austin, TX 78701 ▪ Phone: 512.974.3772 ▪ [www.austintexas.gov/esbmacc](http://www.austintexas.gov/esbmacc)

After the community voiced various concerns that the Center has not performed enough outreach, the staff of the Emma S. Barrientos Mexican American Cultural Center (ESB-MACC) has identified a need for a full-time Community Outreach Specialist. This position will not only address the community's concerns, but will also improve and increase visibility of the Center and its programs.

Staff consulted the vision, goals, and objectives of the working strategic plan to help outline the roles and responsibilities of this much needed position. To not only foster, engage, and empower the greater Austin community through renowned arts education and enriching experiences of art and culture, but to enhance the quality of life for its patrons as well, the Center needs a Community Outreach Specialist to raise institutional visibility and deeper awareness among the ESB-MACC's target audiences. This position will also work to increase community engagement to expand awareness of the Center so that it becomes a celebrated Pan American cultural institution.

The details of this requested position are specified below.

## Community Outreach Specialist

### **Purpose:**

Under general supervision, lead, develop and performs tasks in the development of city sponsored youth and family outreach programs and services related to cultural arts programs, summer employment, employee mentoring, summer camps and after school care programs.

### **Responsibilities - Supervisor and/or Leadership Exercised:**

Provide general supervision of temporary employees, contract workers, and volunteers

### **Duties, Functions and Responsibilities:**

Essential duties and functions, pursuant to the Americans with Disabilities Act, may include the following. Other related duties may be assigned.

1. Oversees, develops, and monitors programs that provide youth and family outreach services to the community.
2. Analyzes existing outreach programs, develops short and long range strategies, goals, and action plans to enhance services provided.



3. Acts as the official liaison to school districts, city departments, elected officials, and outside agencies; partners with school districts and city departments to create positive change to benefit children and youth; provides training for quality after school programs.
4. Supports and promotes after school programs designed to improve education, provide equal access to enrichment programs, and provide a safe environment during after school hours.
5. Establishes and implements communication strategies with residents, school districts and the city to improve access to city sponsored programs.
6. Responds to and resolves sensitive inquiries and complaints, and issues from both internal and external sources.
7. Prepares and presents comprehensive and detailed reports by compiling, reviewing, and analyzing data; provides written and/or oral reports.
8. Develops informational materials to educate and enhance youth participation in civic life, volunteerism, and city sponsored programs.
9. Serves as liaison between city departments and external customers.
10. Develops, registers, schedules and conducts guided tours, workshops, demonstrations and other events.
11. Collaborate with various team members to develop social media materials including pieces for major events, programs and services, and development efforts.
12. Attend outreach opportunities participating in table/booth providing information about programs and events.