

June 5th, 2026



Transforming Lives Through Literacy
Formerly Literacy Council of Buncombe County

Position Announcement

Outreach & Communications Coordinator

The Organization

Literacy Together has been serving the Buncombe County area for 40 years, with a mission to transform lives and communities through the power of literacy. Our vision is a just and equitable community in which literacy is accessible and achievable by all. We believe access to lifelong quality education is the cornerstone of a more just and equitable society, and we commit to diversity and inclusion in all aspects of our organization. We recognize that racism is a major barrier to achieving a community where literacy is accessible to all, and we serve as equal partners with students, tutors, staff, and board to help students reach their goals.

We serve students in four core programs: Adult Literacy, Youth Literacy, English for Speakers of Other Languages (ESOL), and Dolly Parton's Imagination Library®. For more information about Literacy Together, please visit the website at lit-together.org and [watch this 5-minute video](#). Literacy Together is an equal opportunity employer committed to recruiting a diverse pool of qualified candidates for the position.

Outreach & Communications Coordinator Position Summary

The Outreach & Communications Coordinator reports to the Grants & Development Manager and contributes to our communication strategy and community engagement through increasing visibility, strengthening community relationships, and supporting programmatic and organizational goals.

We are seeking an organized, community-minded storyteller to join our team. In this role, you will ensure impactful communication across digital and print platforms and inspire diverse audiences through public speaking, volunteer engagement, and powerful student and tutor testimonials.

Key Responsibilities

I. Communications & Content Development

- **Content Creation:** Contribute to all aspects of Literacy Together's public communication, including creating engaging content for the website, monthly e-newsletters, press releases, and social media.
- **Social Media Support:** Serve as the primary liaison for social media content, actively sourcing and preparing engaging multimedia content (mission-driven language,

high-impact photos, user quotes, video snippets) for use by the Social Media Contractor.

- **Story Collector:** Interview students and volunteers to capture compelling personal testimonials, quotes, and stories for use in outreach, development, and communications materials.
- **Impact Reporting:** Assist in gathering impact stories for donor communications, impact reports, and campaign materials.
- **Materials Development:** Develop outreach materials such as posters, brochures, and advertisements, using a program like Canva.

II. Volunteer Recruitment, Onboarding & Engagement

- **Recruitment Strategy:** Develop and implement strategies to target new sources of potential volunteer tutors, collaborating with program directors to ensure recruitment efforts align with programmatic needs.
- **Inquiry & Onboarding:** Receive and respond to email inquiries from prospective volunteers and conduct virtual volunteer orientations (e.g., twice per month) as the initial point of entry into programs.
- **Volunteer Appreciation:** Organize the annual picnic celebration for volunteers and students.
- **Community Outreach:** Represent Literacy Together at community gatherings and conduct presentations to clearly articulate our programs, services, and community needs.
- **Dolly Parton's Imagination Library:** Build relationships with community partners to promote the program.

III. Outreach and Communications Coordination

- **Ambassador Management:** Recruit, train, and support volunteer ambassadors to table at community events.
- **Media Relations:** Coordinate media relations, including press outreach.
- **Content Management:** Organize and maintain a shared digital library (database/Google Drive) of organizational content, including photos, videos, quotes, and testimonials, ensuring all materials are easily accessible for staff use.

Desired Experience, Skills & Attributes

Candidates who possess a strong combination of the following qualifications and attributes are strongly encouraged to apply:

- **Clear & Kind Communicator:** The ability to respectfully communicate with our students and volunteers is essential, and excellent English speaking and writing skills are a must. Fluency in Spanish, Russian, or Ukrainian is highly preferred, but not required.
- **Storytelling Excellence:** A deep passion for sharing human stories and the demonstrated ability to tell stories clearly, compellingly, and effectively through the written word and via social media channels.
- **Organizational Mastery:** Exceptional organizational and time management skills,

including the ability to initiate, sustain, and successfully monitor and complete multiple tasks and projects simultaneously.

- **Public Speaking:** Proven experience as an engaging public speaker, and skilled at conducting presentations and volunteer orientations for diverse audiences.
- **Attention to Detail:** Very strong attention to detail, ensuring accuracy and professionalism in all communications while meeting regular deadlines.
- **Technical Proficiency:** Proficiency with Google Suite (Docs, Sheets, Slides) and familiarity with web/newsletter platforms and design software such as Canva.
- **Event Coordination:** Experience coordinating or planning community and/or organizational events.

Mindset & Interpersonal Attributes

- **Belief in Mission:** A deep-rooted belief in the transformative power of education and literacy.
- **Collaborative Spirit:** A highly collaborative and positive spirit, with the ability to work effectively both independently and as part of a passionate and high-performing team.
- **Communication:** Excellent active listening skills and the ability to gather information and communicate with empathy and clarity.
- **Growth Mindset:** A commitment to personal growth and professional development—and a great sense of humor.

Compensation and Hours

This is a part-time position requiring 15-20 hours per week at an hourly rate of \$24.10. Literacy Together offers a flexible work schedule with partial remote work options. Occasional evening and weekend availability is required for specific events.

Application Process

To apply, please send us your resume and a thoughtful cover letter describing your interest and qualifications for this role, including a note on your fluency in English and any other languages. Finalists will be asked to provide three professional references.

Please submit your application by email to jobs@lit-together.org using the subject line: "Outreach & Communications Coordinator" plus your last name.

Applications will be accepted until the position is filled.

We look forward to hearing from you!