



makeSPACE

Spearfish Partnership for Arts, Cycling, and Equity
517 W Jackson Blvd, Spearfish, SD 57783

POSITION TITLE: Program and Outreach Director

SCHEDULE: Part time. ~20 hours/week. Flexible with certain hours required for running programs

COMPENSATION: Starting hourly rate will be \$15-20 per hour, plus paid sick leave and paid personal time off. No retirement or health insurance benefits are offered. Compensation will be commensurate with experience.

ORGANIZATION OVERVIEW

Spearfish Partnership for Arts, Cycling and Equity (*makeSPACE*) is a non-profit organization that provides space in our community for all people to enjoy a just, healthy, and creative life. We aim to create a culture of active living via bicycle transportation, connection through creating, and build equitable institutions in the Spearfish community.

We do this by:

1. Advancing active living via safe human-powered transportation and recreation via establishing bicycling as a safe, viable transportation option, creating strong cycling cultures and conducting education and outreach.
2. Housing a makerspace and hosting arts events that emphasize educational programming for all ages and increasing community connectivity and participation as related to music, arts, and creative collaboration.
3. Hosting programs to broaden the perspectives of community members with the aim of creating a more inclusive and just community.
4. Providing a safe and empowering space for marginalized community members including groups such as, but in no way limited to: women, girls, LGBTQIA+ community, Black, Indigenous and people of color (BIPOC), people of differing abilities, youth, housing insecure, poor and working poor.

POSITION OVERVIEW

The Program and Outreach Director (POD) develops and implements makeSPACE programs, conducts outreach to the Northern Hills community, partners, media, and is in charge of growing the community base of the organization. The POD ensures that program objectives are met and coordinates activities of program committees and/or other groups. This position works closely with the Board of Directors to organize and oversee programs and fundraising. The POD oversees programming, budget, volunteers, and instructors. Creates specific objectives for makeSPACE programming and develops budgets/policies/procedures to support makeSPACE programming and outreach objectives. This position requires a deep knowledge of equity issues in the Spearfish community, must be a lover of arts, cycling, and community connections. This position reports to the Chair of the Board.

GENERAL RESPONSIBILITIES

- Program and Event Management
 - Create a monthly schedule of events at least two month in advance (more lead time is required for big events)
 - Maintain weekly events schedule and update with new programs as needed
 - Handle communication with and payment to program instructors
 - Working with Board Committee Chairs, develop a program roadmap to guide strategic program implementation
- Outreach and Development
 - Reach out to individuals and organizations to discuss new programs and initiatives
 - Launch and maintain new initiatives in line with organization's mission
 - Plan and execute larger events, working with relevant volunteers, Board Committees, and partnering organizations
 - Deepen makeSPACE's relationship with current community partners and expand membership/participant base
 - Work with the Board of Directors to strategically develop and roll out new programs
- Communication
 - Create graphics and content for social media and maintain online calendar with the latest information (website and social media)
 - Generate press releases, posters, flyers, and event advertising
 - Contact online, print, radio, TV outlets for advertising; distribute advertisements in local businesses
 - Distribute, collect, and incorporate community feedback from participant surveys
- Staffing, Administration, Finance
 - Staff the space: Check-in, host, and take payments from participants as needed for all events (or ensure that a board member or trained volunteer is scheduled)
 - Recruit and train volunteers to meet the organization's program/staffing needs
 - Maintain membership and donor data in customer database
 - Manage and track expenses and revenues related to programs and organization administration with support of Board Treasurer
- Other duties as assigned by the Board Chair

REQUIRED SKILLS AND COMPETENCIES

- 3-5 years of professional experience in community outreach and engagement
- Proven leadership and success in engagement at the individual, community, and organizational levels, strong interpersonal and relationship building skills, with the demonstrated ability to engage and influence others
- Understanding of and commitment to social justice
- Demonstrated ability managing to outcomes; proven track record of exceeding goals; evidence of the ability to consistently make strategic decisions through a combination of analysis, wisdom, experience, and judgment; problem solving, project management, and creative resourcefulness
- Ability to effectively build organizational capacity including the processes that ensure the organization runs smoothly and achieves outcomes; understanding of management and

processes within nonprofit organizations; experience and demonstrated success in setting effective goals, objectives, and outcomes; experience in managing budgets in resource-limited environments.

- Excellent Office/Google Suite skills (Docs, Sheets, Calendar, etc.) and basic knowledge of database/customer management systems
- Experience managing and growing social media accounts
- Demonstrated experience in effective written communication
- Ability to work unconventional hours, including nights and weekends as deemed necessary by the organization
- Self-motivated and able to work independently and collaboratively
- Previous experience in writing and managing grants is preferred
- Previous design experience is preferred (Photoshop/InDesign, Canva, similar tools)

APPLICATION REQUIREMENTS

Your complete application will include the following items:

- Letter of Interest. Your letter should include a description of why you are interested in the position, your understanding of and commitment to the aims/mission of the organization, and how your previous experience is relevant to this position.
- Resume.
- Contact information including your full name, pronouns, email address, and phone number.

Applicants should send a complete application as described above to makespaceSD@gmail.com with the subject “Program Director Application.”

Applications will be reviewed on a rolling basis. Application review process will begin on March 29, 2021 and the application process will remain open until the position is filled. Successful applicants will be requested to participate in an interview process with Board Member(s) and additional information may be requested. For insurance purposes, a background check will be conducted after final hiring decisions are made. If you require an accommodation to complete an application, please contact makespaceSD@gmail.com.

makeSPACE is an equal opportunity employer that centers racial and gender equity in its work internally and externally. We strongly encourage people of all traditionally marginalized identities to apply. Applicants will not be discriminated against because of race, ethnicity, color, sex, sexual orientation, gender identity or expression, age, religion, national origin, disability, ancestry, marital status, veteran status, medical condition, or any protected category under local, state or federal laws.