

**OPS - US Caribbean & Florida Digital Newspaper Project Outreach Coordinator
Latin American and Caribbean Collection (LACC)**

PAY RATE: \$16 per hour

This is a part-time (10 hours/week), grant-funded position with an estimated end date of August 2025.

JOB SUMMARY

US Caribbean & Florida Digital Newspaper Project Outreach Coordinator is a time-limited OPS position reporting to the National Digital Newspaper Project (NDNP) Coordinator at the University of Florida (UF) George A. Smathers Libraries. The Outreach Coordinator will be responsible for all publicity and outreach strategies and activities supporting the project, in close collaboration with the UF Libraries' Communications Department.

JOB DUTIES

Marketing

- Coordinates with the NDNP UF Team and Libraries' Communications Department to promote content via the project's social media accounts.
- Manages and creates content for the project's social media account (Facebook, Twitter, Pinterest, Instagram, WordPress).
- Monitors and engages with other professional social media accounts.
- Designs/creates flyers, brochures and other print publicity materials.

Outreach

- Raises awareness of the project and NDNP content by promoting the value and use of digitized newspapers in Chronicling America.
- Provides outreach to educators at all levels, emphasizing integrating Chronicling America and associated resources into K-12 classrooms.
- Assists with project outreach efforts to colleges/departments at UF, regional public libraries, historical societies and other organizations for which knowledge of the project would interest and support their constituents.
- Collaborates with student and other campus groups on promotion to students and the UF community.

Administrative

- Work closely with NDNP project personnel to expand and support publicity and outreach efforts in Florida and the Caribbean.
- Works with the Libraries' Director of Communication to coordinate promotional materials.
- Conducts ongoing assessment of events and outreach activities, identifies needs, and explores ways to engage more effectively and frequently with constituent communities.

Other Duties as Assigned

- Participates in special projects and performs other duties as assigned. Serves on committees as appointed and participates in staff development opportunities.

MINIMUM REQUIREMENTS

- Excellent verbal and written communication skills
- Experience managing and curating social media content.
- Ability to coordinate and execute numerous projects and activities concurrently.
- Strong computer skills, including Microsoft Word, Publisher, PowerPoint and Excel.

PREFERRED QUALIFICATIONS

- Ability to read and write in Spanish.
- Bachelor's degree in journalism/mass communications, history, or English.
- Upper-level undergraduate, graduate student, or professional preferred.
- Experience managing professional/organizational/academic social media accounts.
- Administrative and organizational skills, short and long-range planning skills.
- Ability to work both independently and collaboratively.
- Detail oriented, exercise good judgment, and have good people skills.
- Commitment to diversity and inclusion.
- Proficiency with graphic design, photo and web editing software, i.e., InDesign or Publisher, Illustrator, PhotoShop, Dreamweaver, etc.

ADDITIONAL INFORMATION

- Applications will be reviewed as they are received.
- Applicants are requested to submit with their application:
 - Cover Letter
 - Resume
- If hired, you will need your original Social Security card and photo id (e.g., driver's license) and go to Library Human Resources in Library West, Suite 422.

Apply online at: <https://explore.jobs.ufl.edu/en-us/job/530191/ops-us-caribbean-florida-digital-newspaper-project-outreach-coordinator>