

POSITION: CULTURAL AFFAIRS ASSISTANT (OUTREACH COORDINATOR)

BASIC FUNCTION OF POSITION

Responsible for coordinating all outreach activities at the American Center's Baldwin Library. Position will include audience identification as well as planning, implementing and reporting on programs and events at the American Center Rangoon. The position will work with library and other Public Affairs Staff to offer programs at the Center and at outside venues such as libraries and universities. The position will also coordinate with the Jefferson Center Mandalay and the American Corner at Myanmar Institute of Theology (MIT) in Rangoon on targeted outreach.

MAJOR DUTIES AND RESPONSIBILITIES

Programming

80%

The Outreach Coordinator will plan, manage, market and report on Center programs which support embassy goals and objectives. In addition to overall program management at the American Center Rangoon, the position will work closely with the American Center in Mandalay on shared activities and programs, and expanding information services to maximize engagement with audiences at both Centers. Innovative engagement, including digital outreach, use of emerging technologies and social media will be expected. The position will also liaise with the American Corner at the Myanmar Institute of Theology for program and audience development.

Develops an annual calendar of activities at the Center in Rangoon which will include both in-house programs and outreach to universities, libraries or other cultural institutions. Acts as Grants Officer Representative (GOR) for program grantees such as NGOs, cultural organizations or trainers as co-presenters of programs. Oversees program grants of up to \$25,000 annually. Programming will include a wide range of informational and cultural events, discussion forums, and exhibits as well as cutting-edge programming in technology such as makerspaces. Coordinates public training in areas such as digital and media literacy. Develops strategies to effectively connect with new audiences and retain long-standing American Center users. Responsible for coordinating activities with other Center stakeholders and Public Affairs Section colleagues especially in the areas of alumni engagement, English language learning, and information about U.S culture and education.

Administration

20%

Regularly reports on all programs through the Mission Activity Tracker or other reporting mechanisms. Inputs, analyzes and reports on program and visitor statistics for all American Spaces in Rangoon. Evaluates programming effectiveness on an annual basis and assists with other Public Affairs reporting as needed. Assists with developing an annual budget related to programming expenses and assists in monitoring program grantees.