



## Early Learning Outreach Specialist

**Reports to:** Education Director, Statewide Initiatives

**Classification:** Temporary, Part-Time

### Job Summary

The Early Learning Outreach Specialist is a driven individual with a strong background in the early childhood space and a proven track record of developing and maintaining strong partnerships. The specialist will work directly with YAMD's Education Director of Statewide Initiatives to market and increase trust in and utilization of our early learning programs, including the Early Learning Portal. This is a six month, part-time position beginning after October 1, 2021, with a possibility to renew.

### About Early Learning at YAMD

As the Maryland regional affiliate of Wolf Trap, YAMD believes that the way we engage children in the first years of their lives has a profound impact on future learning and success. By bringing the arts into classrooms, we create joyful, active learning experiences that lead to greater academic achievement and social emotional development for our youngest learners. Our Early Learning programs, led by Wolf Trap-trained artists, use arts-integrated learning strategies that connect the arts with core subjects such as language, literacy, science, and math to bring learning alive. These programs are all delivered through an embedded professional development model that aims to impart these arts strategies and skills to caregivers, families, and classroom teachers. For more information about Young Audiences of Maryland's Early Learning Programs, visit <https://www.yamd.org/programs/early-learning/>

### About Young Audiences/Arts for Learning

Young Audiences/Arts for Learning, founded in Baltimore in 1950, is the country's foremost arts-in-education non-profit organization. The Maryland chapter of Young Audiences (YA) provides more than 9,000 arts education opportunities to nearly 200,000 students, artists, and educators throughout the state each year. YA is a mission-driven organization that values community, innovation, and passion. The staff, board, and teaching artists have a shared commitment to advance equity in the field of education by working tirelessly to generate opportunities for students to imagine, create, and realize their full potential through the arts.

### Responsibilities:

- Oversee the strategy of marketing and engaging stakeholders in all of YAMD's Early Learning programs, including:
  - The continuum of YAMD's early learning artist programs, including: assemblies, family involvement workshops, professional development workshops and Wolf Trap residencies (including Pre-K, Kindergarten, and Baby Artsplay!).

- The newly-developed Early Learning Video Portal:
  - Market and promote the Early Learning Video Portal to stakeholders across the state (e.g. developing webinar events, email and phone outreach, meetings with partners, etc.).
  - Liaise with YAMD's Communications Department to develop marketing materials to engage new organizations and individuals in the portal.
  - Build and develop YAMD's early learning contact list.
  - Gather feedback from stakeholders on the portal, using that to develop further recommendations for improvement.
  - Increase, track and analyze usage of the portal, using that data to inform improvements to the platform as well as marketing strategy.
  - Cultivate portal registrants so that they become more engaged in and consumers of other YAMD early learning programs.
- Support and develop partnerships with outside organizations:
  - Identify external partners with a high potential for collaborative opportunities.
  - Foster new relationships with outside organizations, school districts, and individuals who have potential to be new partners and/or consumers of YAMD's early learning programs.
  - Develop buy-in and trust in YAMD within the early learning community.
  - Represent YAMD at early learning events in order to build organizational relationships and keep the team abreast of new opportunities and field developments.
- Support with the development and execution of other early learning projects as needed.

#### **Qualifications:**

- Strong knowledge of and connection to the early childhood landscape in Maryland.
- Degree in early childhood education or related field preferred.
- At least 5 years of overall professional experience in early learning educational settings.
- An outgoing and personable personality with a willingness to go the extra mile to provide partners and with a positive experience.
- Ability to network and build trust with influencers involved in the early childhood field.
- Strong administrative skills and ability to manage time well.
- Strong organizational skills, with the ability to manage multiple priorities simultaneously.
- A self-starter with a proactive approach to problem-solving with strong decision-making skills.
- A passion for the arts, arts integration, and the role of teaching artists/community artists in education.
- A commitment to racial equity, and an ability to examine biases and systems while demonstrating an understanding of the impact of racism.
- Experience working directly with people from diverse racial, ethnic, and socioeconomic backgrounds.
- Experience working with project management tools preferred.
- Excellent computer skills.
- Experience with Salesforce CRM platform preferred.
- Someone energetic, collaborative, innovative and persistent, with strong written and communication skills.

#### **Work Hours and Compensation**

- This is a six-month part-time position, starting after October 1, 2021, with a possibility to renew.
- Hourly rate for the position is \$37/hour.
- Position will be approximately 15 hours/week (average of 60 hours/month).
- As a temporary, part-time employee, the Early Learning Outreach Specialist is not eligible for benefits (health, dental or vision insurance, and retirement).

**To Apply**

For consideration, please send your resume and cover letter to [jobs@yamd.org](mailto:jobs@yamd.org) with "Early Learning Outreach Specialist" in the subject line. Please do not send applications that include headshots or photos of yourself. No phone calls or recruiters, please.

**Young Audiences/Arts for Learning Maryland is an Equal Opportunity Employer committed to cultivating a diverse workforce and equitable workplace. We encourage applications from individuals of all backgrounds, regardless of race, ethnicity, gender, sexual orientation, gender identity and expression, age, national origin, veteran status, and disability. All qualified applications will be given equal opportunity.**