Outreach Coordinator- 2027

Organization: Greeley Independence Stampede
Reports To: Chief Executive Officer (CEO)
Position Type: Full-time, Hourly Non-Exempt

Position Summary

The Greeley Stampede is looking for an outgoing, creative, and community-minded individual who enjoys connecting with people, building relationships, and sharing great stories. The Outreach Coordinator serves as a year-round representative of the organization, strengthening community connections and promoting the Stampede throughout Northern Colorado.

Working closely with Stampede staff and Committee members, this position leads community presentations, coordinates special events and programs, manages digital communications, and develops opportunities to attract new guests and encourage community involvement. Regular attendance at community events, networking opportunities, and presentations, including evenings and weekends, is an essential part of the role.

Through community outreach, relationship building, and creative storytelling, the Outreach Coordinator helps increase awareness of the Greeley Stampede, strengthen partnerships, and support its mission to celebrate independence, preserve western heritage, and strengthen the community.

Key Responsibilities

Special Events & Programs

- Lead the planning, budgeting, coordination, and execution of assigned Greeley Stampede special events and programs, including, but not limited to the Kickoff Concert, Family Funday, Behind the Chutes Tours, Parking Lot Party and Exceptional Rodeo.
- Manage event logistics, schedules, communications, promotional efforts, and coordination with staff, Committee members, volunteers, and community partners to ensure successful execution.
- Coordinate and manage the college ambassador internship program, including recruitment, scheduling, training, and oversight.
- Manage the Stampede mascot program, including scheduling appearances, coordinating participants, and maintaining program materials.
- Collaborate with Stampede staff and Committee members to develop new events and programs that increase participation and community engagement.
- Evaluate assigned events and programs to identify opportunities for improvement, increased participation, and future growth.

Partnerships, Networking & Outreach

- Maintain an active, year-round presence throughout Northern Colorado by regularly attending community events, business networking functions, Chamber of Commerce activities, civic meetings, and other opportunities to represent the Greeley Stampede.
- Build and maintain positive relationships with local businesses, schools, civic organizations, nonprofits, government agencies, and community leaders to increase awareness and encourage involvement with the Stampede.
- Lead the Stampede's community presentation program, including identifying opportunities, scheduling presentations, developing materials, and delivering presentations to schools, businesses, civic organizations, nonprofits, and other community groups.
- Identify and develop new outreach opportunities, including expanding community presentations, educational programs, youth initiatives, and regional partnerships to reach new audiences throughout Northern Colorado.
- Collaborate closely with the Volunteer Coordinator to develop and implement year-round community outreach initiatives that promote the Greeley Stampede, attract new guests, recruit volunteers, and encourage greater participation from individuals, businesses, and community organizations.
- Serve as a positive ambassador for the Stampede, gathering community feedback and sharing opportunities for involvement with staff and leadership.

Marketing & Communications

- Manage and maintain the Greeley Stampede's website, including updating event information, schedules, content, images, and promotional materials to ensure information is accurate, current, and engaging.
- Manage the Greeley Stampede's email newsletters, including content development, scheduling, distribution, and monitoring engagement.

- Work closely with the Marketing Manager to support digital communications strategies, promotional campaigns, and social media management, including content creation, scheduling, publishing, and monitoring engagement.
- Create and edit written, photographic, graphic, and video content for the Stampede's digital platforms and promotional materials, including capturing photos and videos at events, producing short-form videos and reels, and collaborating with staff and Committee members to identify content opportunities.
- Support sponsor-related marketing activities, including promotional content, sponsor recognition, and fulfillment of assigned marketing benefits.
- Coordinate and implement sponsor recognition, branding, and promotional assets during Greeley Stampede rodeo performances, ensuring sponsorship commitments are fulfilled and sponsor visibility is consistent with event branding.
- Maintain consistent branding and messaging across digital platforms and monitor performance to identify opportunities to improve engagement and reach.

Historical Preservation

- Research, collect, catalog, and maintain historical photographs, artifacts, promotional materials, news clippings, and other items documenting the Greeley Stampede's history.
- Assist with organizing and maintaining historical archives to ensure materials are preserved and accessible for future use.
- Support opportunities to share the Stampede's history through educational programs, community presentations, exhibits, and promotional initiatives.

General Responsibilities

- Collaborate with Stampede staff and Committee members to support organizational initiatives, event operations, and assigned activities.
- Maintain professional relationships and represent the Greeley Stampede positively in all interactions.
- Perform other duties as assigned to support organizational goals and the successful operation of the Greeley Stampede.

The above statements describe the general nature and level of work performed in this position and are not intended to be an exhaustive list of all duties, responsibilities, or qualifications. Employees may be assigned additional responsibilities as organizational needs require.

Qualifications

Required

- One or more years of relevant professional experience in community outreach, event coordination, marketing, communications, public relations, or a related field.
- Strong interpersonal and relationship-building skills, with the ability to engage professionally with a wide variety of individuals and organizations.
- Excellent written, verbal, and public speaking communication skills.
- Strong organizational, time management, and project coordination skills, with the ability to manage multiple priorities and deadlines.
- Ability to work independently, take initiative, and proactively identify opportunities to strengthen community relationships.
- Experience managing organizational websites and social media content.
- Experience creating digital content, including photography, video recording, and basic video editing.
- Ability to write engaging promotional content for websites, social media, newsletters, and other communications.
- Proficiency with Microsoft Office Suite and the ability to learn additional software and communication platforms.
- Ability to prepare presentations, reports, and program updates for staff and organizational leadership.
- Ability to maintain confidentiality and handle sensitive organizational information.
- Valid driver's license and reliable transportation for local community outreach and events.
- Availability to regularly work evenings and weekends throughout the year to attend community events, networking functions, presentations, and other organizational activities.

Preferred

- Bilingual in English and Spanish.
- Experience with nonprofits, festivals, rodeos, or large-scale community events.
- Established relationships or familiarity with Northern Colorado businesses, schools, civic organizations, and community groups.
- Experience coordinating interns, volunteers, or community programs.
- Experience with graphic design and video editing software, such as Adobe Creative Cloud, Canva, or similar platforms.
- Experience with social media scheduling tools, website content management systems, and email marketing platforms.
- Familiarity with social media analytics and digital marketing trends.

Work Environment & Schedule

- This is a year-round, full-time position with a typical work schedule of 40 hours per week during regular operations.

- Work hours increase in the weeks leading up to the annual Greeley Stampede to accommodate event preparation and operational needs.
- During the Greeley Stampede, the employee is expected to work on-site daily, including extended shifts that may range from 12–16 hours.
- Following the Stampede in July, the organization transitions to a seasonal office schedule of 32 hours per week, Monday through Thursday, with the office closed on Fridays through October. The regular 40-hour workweek resumes in November.
- Evening and weekend availability is required throughout the year for community events, networking functions, presentations, and other organizational activities. Work schedules may be adjusted to accommodate these commitments.
- The position combines office-based responsibilities with off-site community activities and on-site event operations.
- Duties may involve extended periods of standing, walking, and interacting with large crowds, including outdoor work in varying weather conditions.
- Some lifting and moving of materials or equipment weighing up to 50 pounds may be required, with or without reasonable accommodation.
- All hours worked must be accurately recorded, with overtime and applicable breaks provided in accordance with federal and Colorado employment laws.

Compensation & Benefits

- Pay Range: $22.00–$25.00 per hour, depending on qualifications and experience.
- Full-time benefits package, including health, dental, and vision insurance, retirement plan, and paid time off, subject to plan eligibility.
- Employment offers and continued employment are subject to applicable background screening requirements and organizational policies.
- Join a passionate team behind one of Northern Colorado's largest community celebrations, with opportunities to build meaningful relationships, showcase your creativity, and make a lasting impact throughout the region.

Equal Employment Opportunity

The Greeley Independence Stampede is an equal opportunity employer committed to providing an inclusive and respectful work environment. Employment decisions are made without regard to legally protected characteristics, in accordance with applicable laws.

How to Apply

Interested candidates are encouraged to submit their resume for consideration or direct any questions to CEO Justin Watada at justin@greeleystampede.org.

Position is open until filled.