

**Office of Mayor Antonio R. Villaraigosa  
City of Los Angeles**

---

**Outreach Director – Office of Census 2010**

The United States Constitution requires the federal government to conduct a census of our nation's population every ten years. The next decennial Census is in April 2010, but the City of Los Angeles is planning and working to ensure a full and accurate population count of City residents. The Census determines how many representatives will speak for our City in Washington, D.C. and Sacramento, but also determines our City's share under most federal and state funding programs, and dictates our proportion of certain tax revenues.

**Job Description**

The Outreach Director plays a critical role in planning and executing strong outreach to the various communities of the City about the importance of participating in the Census. The Outreach Director will report to the Executive Director of the Office of Census 2010.

**Responsibilities include:**

- Work with community partners to coordinate, organize, and mobilize efforts of the City of Los Angeles Complete Count Committee.
- Work with and support the sub-committees of the Complete Count Committee to ensure a successful outreach, education, and media campaign.
- Form partnerships with local leaders and organizations to marshal additional resources for census outreach.
- Develop and maintain relationships with key community stakeholders in area.
- Maintain strong relations with federal Census Bureau outreach staff, city departments, city commissioners, and council offices to ensure cooperation in census outreach.
- Communicate the importance of Census 2010 to leaders in the community and other organizations.
- Staff Mayor at community events/meetings related to Census and prepare briefing materials.
- Staff outreach events for Census.
- Help coordinate school response to the Census.
- Prepare progress reports for Mayor's office.

- Perform other duties as assigned.

**Minimum Qualifications:**

- Strong interpersonal skills and demonstrated cross-cultural sensitivity.
- Undergraduate degree required, preferably in related area.
- 3+ years experience in a relevant area of work, such as organizing, outreach or campaign work.
- Bilingual.
- Superior analytic, organizing, strategic planning and oral and written communication skills.
- Ability to manage multiple tasks, multiple goals, solve problems, and establish priorities among assignments.
- Extensive knowledge of Los Angeles and a willingness to work long hours and weekends.
- Proficiency in Microsoft Word, Excel, and social media tools (Twitter, Myspace, Facebook).

Compensation includes benefits package.

**Interested applicants should send a cover letter, resume and salary history to:**

Norma A. Vega, Executive Director  
Office of Census 2010  
Office of Mayor Antonio R. Villaraigosa  
200 N. Spring Street, Room 303  
Los Angeles, California 90012  
Direct: (213) 978-0301  
Fax: (213) 978-2610  
[Norma.vega@lacity.org](mailto:Norma.vega@lacity.org)