

## LAWRENCE MERCER MANUFACTURERS COALITION Career Awareness & Youth Outreach Specialist

### *SCOPE OF WORK DESCRIPTION FOR INDEPENDENT CONTRACTOR*

Lawrence Mercer Manufacturers Coalition (LMMC)'s vision is to support a thriving regional manufacturing industry contributing to economic growth that offers visible, rewarding, and appealing career pathways to a diverse workforce through the collaborative effort of its stakeholders. LMMC seeks to accomplish through collaboration of industry, educational, and community stakeholders to create and implement solutions for the shared workforce priorities that sustain and grow manufacturing in the region. LMMC's near-term goal is to increase awareness of — and interest in — manufacturing careers by connecting youth and young adults with relevant experiences and activities with the longer-term goal of supporting their entry into career pathways with direction and guidance to industry-recognized training and employment.

LMMC is seeking the services of an independent contractor to initiate, develop and execute career awareness activities and outreach with an emphasis on youth and young adults. Approximately 20 hours/week. **Compensation negotiable;** travel and approved expenses reimbursed. Submit letter of interest and resume to Julie Michael Smith, Coalition Manager, [julie@lawrencemercermfg.com](mailto:julie@lawrencemercermfg.com)

## Scope of Work

---

### Career Awareness Programming

- Develop age-appropriate lessons, activities, and presentations aligned with Pennsylvania Career Education and Work (CEW) standards for K–12 audiences
- Coordinate, design and deliver interactive manufacturing career exploration activities including facility tours, job shadowing coordination, and hands-on activities
- Support the creation of engaging content that communicates manufacturing career pathways, wage potential, and advancement opportunities
- Support implementation of career exploration programs at middle and high schools, with particular emphasis on underrepresented populations in manufacturing
- Assist in developing K–12 student-led outreach components, such as peer ambassador programs or digital/social media campaigns
- Develop and/or create information for career influencers to combat negative perceptions and inform about the advancement opportunities and financial stability in manufacturing

### Educator Engagement & Professional Development

- Provide professional development training to K–12 teachers on manufacturing industry careers, including current occupational demand, skill requirements, and regional employer context
- Support alignment of Career and Technical Education (CTE) coursework with regional manufacturing workforce needs
- Share resources and tools with educators for career advising related to manufacturing pathways
- Connect educators to industry for speakers, facility tours, and externship opportunities

## Postsecondary Coordination

- Liaise with community colleges, technical schools, and apprenticeship programs to align outreach messaging with available postsecondary pathways
- Promote articulation agreements, dual enrollment opportunities, and registered apprenticeship programs to high school audiences

## Community & Youth Organization Outreach

- Build and maintain relationships with community-based organizations (CBOs) serving youth populations, including workforce development programs, youth centers, community action agencies, and faith-based organizations
- Deliver manufacturing career awareness presentations and activities to out-of-school youth, after school programs and disconnected young adults through CBO partners
- Participate in youth-facing community events, career fairs, and regional outreach activities as a representative of the LMMC

## Program Coordination & Reporting

- Track participant data, activities, and outcomes for grant reporting and program evaluation
- Assist in developing and distributing outreach materials, social media content, and newsletters related to manufacturing career awareness

## Requested Qualifications

---

- Bachelor's degree in education, workforce development, communications, business, or a related field (or equivalent combination of education and experience)
- Knowledge of Pennsylvania Career Education and Work (CEW) standards and familiarity with K–12 academic and CTE frameworks
- Experience working with K–12 students, educators, or youth-serving organizations in an educational or outreach capacity
- Demonstrated ability to design and deliver curriculum, lessons, workshops, or presentations for diverse audiences
- Proficiency in Microsoft Office Suite and comfort with digital communication platforms
- Valid driver's license and reliable transportation for regional travel
- Familiarity with manufacturing industry operations, occupational pathways, or workforce demand in western Pennsylvania
- Established relationships with K–12 schools, community colleges, or community-based organizations in Lawrence AND Mercer County

## Core Competencies

- Curriculum & Instructional Design – Ability to create relevant, engaging, and standards-aligned learning experiences for a range of ages and audiences
- Industry Knowledge – Understanding of manufacturing careers, skill requirements, and regional employer context in western Pennsylvania
- Youth & Community Engagement – Skill in building authentic partnerships with schools, youth programs, and community organizations
- Educator Collaboration – Ability to support and train teachers and counselors as partners in career awareness work
- Communication & Outreach – Ability to convey career and workforce information clearly and compellingly to varied stakeholders including career influencers (i.e.: parents, caregivers).

## **Independent Contractor Terms**

This is an independent contractor position; contractor is responsible for own taxes, and no employee benefits are provided. The contractor will submit invoices on a mutually agreed schedule and maintain liability insurance as required. All work products, curriculum materials, and resources developed under this contract will remain the property of LMMC.