

Tabling & Outreach Events Staff

Role Summary

The Tabling & Outreach Events Staff member is a dynamic, high-energy representative of The Robo Hub, serving as a dual-focused educator and marketing specialist. You will be the face of our organization at community festivals, schools, libraries, and trade shows, engaging with diverse audiences to demonstrate our technology and communicate our mission. This role requires a balance of technical instructional leadership and persuasive communication to drive program awareness and lead generation.

Key Responsibilities

Instructional Leadership & Demonstrations

- **Technical Demos:** Lead hands-on educational activities using Robo Hub technology, including LegoBots, Ozobots, Indibots, 3D printers, and Robo-dogs, etc.
- **Audience Adaptation:** Adapt educational presentations and activities for various age groups and settings, from formal school events to high-traffic public festivals
- **Public Education:** Clearly communicate the educational value of robotics and AI through professional engagement with parents and children

Marketing & Sales Execution

- **The "Pitch":** Deliver a compelling "pitch" to effectively communicate The Robo Hub's mission and value proposition to attending community
- **Lead Generation:** Proactively collect contact information and registrations from interested families using QR codes and digital sign-up forms

- **Program Promotion:** Effectively present Robo Hub offerings (RoboClub, Preschool, Summer Camps, Birthday Parties) to encourage enrollments and inquiries

Logistics & Event Management

- **Setup & Teardown:** Manage the full event lifecycle, including approximately 1 hour for setup (packing the marketing cart and required materials), setting up at the event, and teardown (packing materials and organizing back into storage at Hub location)
- **Material Readiness:** Ensure all educational materials, marketing collateral (flyers, brochures), and technology are prepared prior to event
- **Site Management:** Coordinate onsite with staff, managing designated roles for technical demonstrations, registration signups and community engagement
- **Post-Event Reporting:** Conduct "retrospectives" after events to document performance metrics such as sign-up counts and exposure

Qualifications

Experience & Education

- **Professional Background:** Prior experience in field marketing, public outreach, or sales is highly preferred
- **Educational Foundation:** A passion for education and a fundamental understanding of STEM or robotics technology
- **Communication Skills:** Confident social skills with the ability to engage with families, children, and professional partners with high energy

Core Competencies

- **Executive Skills:** Strong organizational ability to manage complex event logistics and maintain a descriptive internal calendar
- **Technical Aptitude:** Comfort learning and demonstrating various robotics platforms (e.g., Ozobots, Indi bots, and Lego-based systems)

- **Reliability:** Ability to work unsupervised while maintaining high professional standards

Requirements

- **Mobility:** Must possess reliable access to personal transportation for travel to various offsite event locations
- **Flexibility:** A highly flexible schedule is required to accommodate events on weekends, evenings, and occasionally during school-year transitions
- **Employment Type:** Positions are available on a per-diem or year-round staffing model
- **Training:** Paid training hours are provided to ensure proficiency in our robotics products and "The Pitch"