Community Outreach Coordinator

JOB PURPOSE:

The Community Outreach Coordinator is responsible for conducting group presentations, one-to-one contacts, and making follow-up phones calls to community partner agencies and/or potential applicants. This position is responsible for maintaining current community relationships as well as initiating new community relationships. The primary responsibility is to recruit participants into the Twin Cities RISE program and promote a positive, professional image of the TCR program in the metropolitan area.

PRIMARY DUTIES & RESPONSIBILITIES

Community Outreach, Engagement and Recruitment (approx. 75%) Collaborate with Manager to implement annual recruitment and engagement plan.

- Identify key sources for program’s target population.
- Develop and deliver effective marketing presentations, posts, and bi-weekly new source of digital recruiting advertisements.
- Establish and maintain long-term relationships with current community referring agencies and other sources of target population by marketing the TCR program to the needs of each agency.
- Proactively network for new community contacts with the intention of building ongoing, long-term relationship.
- Professionally represent TCR and provide back up support to the outreach team as needed at job fairs, transition fairs and community events.
- Update and maintain a database of referral organizations and contacts.
- Coordinate progress reporting to referring agencies and individuals.
- Evaluate recruitment efforts and make recommendations for improvement.
- Assist in the development and distribution of recruitment correspondence, brochures, and website to support increasing the number of participants in the program as requested.
- Invite, add, and join social media marketing groups to establish and maintain digital relationships for outreach and recruitment.
- Maintain an organized and easily accessible filing system.
- Produce monthly tracking reports as requested.

Virtual Recruiting (Approx. 15%)

- Responsible for the full lifecycle recruiting of future participants via various online platforms.
- Identify recruiting resources, place job postings, screen, and interview potential participants, and maintain the application tracking system.
- Experience using virtual tools such as LinkedIn, Facebook, Indeed, Mailchimp to engage passive and active potential participants.
- Conduct 30, 60, 90 day follow-ups with No Show participants.
Application/Admission Process (Approx. 10%)
• Clearly articulate the details of the program, the requirements and simultaneously market and promote the program during interactions with potential applicants.
• Determine applicant program eligibility, discuss with potential applicant and schedule information session if criteria are met.
• Distribute and review, eligibility criteria, submitted applications for missing information and document the Admission Tracking section.
• Work to meet or exceed an established number of applicants based on annual strategic plan.
• Conduct information sessions and perform intake process as requested, including review of all application documents, administering the TABE and locator assessments, and obtaining eligibility documentation.
• Prepare, complete and present potential applicant’s paperwork for discussion at the Admission Team meeting.
• Other duties as assigned.

POSITION REQUIREMENTS:

Minimum Education and Experience

• High school diploma or equivalent required.
• Bachelor’s degree preferred
• 2+ years of experience with a record of consistently exceeding goals in marketing, sales, recruitment or a related field is required.

Knowledge, Skills and Abilities

• Knowledge and capacity to work effectively with people from diverse professional, cultural and personal backgrounds.
• Demonstrated knowledge of how to successfully market and sell programs or products in a highly competitive market environment.
• Excellent customer service skills and ability to overcome objections and resolve issues.
• Ability to work with a positive outlook in a changing environment, quickly adjusting key priorities in response to the ever-changing needs of prospective participants as well as the dynamics of the organization.
• High degree of confidentiality, diplomacy, discretion and tact.
• Strong critical thinking skills and the ability to achieve results both individually and working with others.
• Knowledge of and ability to use computer and other technical resources to effectively accomplish work.
• Excellent planning and organizational skills with demonstrated capacity to follow-through on reporting requirements in a timely and accurate fashion.
• Excellent verbal and written communications skills with the capacity to motivate individuals and groups with diverse professional and cultural backgrounds as well as produce effective marketing materials and presentations.
• Ability to exhibit a positive, friendly and helpful attitude with customers and be sensitive to their needs while maintaining professional boundaries.
• Proven ability to close business and follow-up to ensure customer satisfaction and consistent service.
• Ability to work independently as well as on teams on specific tasks within organizational policies and procedures.
• Strong relationship building and communication skills to represent the organization and interact with outside individuals from the community.
• Must have task orientation, organization, attention to detail and strong follow-up skills.

PHYSICAL REQUIREMENTS:

Must be able to perform the essential duties of the position with or without reasonable accommodation:

• Physical Demands:
  o Ability to use a PC/laptop, requiring repetitive motion of fingers, hands and wrists.
  o Required to occasionally move about in an office environment to access file cabinets, printers, etc., and remain in a stationary position for extended periods of time.
  o Ability to lift light materials and equipment in the typical office environment (up to 20 lbs.).
• May infrequently be needed to work flexible hours (outside of regular office hours) to accommodate the needs of the organization (i.e., attend events)
• Travel requirements:
  o Ability to travel frequently to various sites in the community to connect with prospective participants and for regular meetings and events.
  o Must have access to a personal vehicle. Mileage reimbursement will be provided.
  o Must have a valid, current driver’s license and proof of valid insurance.