Pittsburgh Community Reinvestment Group

Job Description

Outreach Coordinator

Background
PCRG is a nonprofit membership organization of community development corporations (CDCs), community-based organizations (CBOs) and community service groups in western Pennsylvania. We ensure that our region has one voice in organizing for equity in financial lending practices, land use and vacant property, transit and infrastructure. In addition to its own knowledge and capacity, PCRG utilizes its connections to members, business, government and communities to drive positive change in social policies, services, and products affecting those who live in low- and moderate-income areas and communities of color. Action-focused policy development and implementation is fundamental to advancing our mission. Public education and awareness of issues impacting those we serve, and PCRG’s related initiatives and achievements are central to our success. Our blend of technical aptitude, paired with a heritage of effectively organizing diverse community-based organizations, has become a national model and has netted long-lasting positive change throughout western PA and beyond.

Purpose and Authority
Recognizing that many low/moderate income areas throughout western Pennsylvania lack the organizational capacity to fully participate in the region’s community development system, PCRG has offered on-the-ground programs and resources to empower communities struggling with issues of blight, property abandonment, and disinvestment, access to affordable capital, and connection to quality transit. PCRG works to identify and implement strategies that are tailored to meet the needs of our membership, with a focus on preserving and creating home ownership, property recycling resources, and improving access to affordable capital as well as additional quality of life aspects such as equitable transit. These capacity building efforts solidify PCRG’s longstanding role as a leader in policy and resource advocacy, as well as convener of strategic partnerships and collaborations. Program activities address capacity issues at both the local neighborhood level, as well as system-wide. At the core of these efforts is a commitment to meaningful community inclusion. The Community Outreach Coordinator will interact with PCRG’s membership organizations and strategic partners.

Responsibilities
The Outreach Coordinator works on-the-ground to build consensus and a collective voice around issues and initiatives that PCRG is championing. This person also helps PCRG identifies and aggregates member issues, finds commonality between them, and brings them back to PCRG for consideration and incorporation into its member-focused advocacy agenda. The Outreach Coordinator is the day-to-day interface with PCRG members’ first, and other neighborhood stakeholders as appropriate, ensuring that consistent and clear communication channels between all components of PCRG’s work and its members are always open. In addition to developing an acute understanding of neighborhood conditions and dynamics, the Outreach Coordinator identifies member and key stakeholder technical and organizational capacity such as background material, data, and research. The Outreach Coordinator also ensures that coordination with partner organizations is complementary and supportive. The Outreach Coordinator ensures that PCRG’s Director of Policy and the Manager Engagement and Programs are adequately informed of on-the-ground issues and organizing progress, and identifying and relaying potential obstacles or opportunities in a timely manner. The position reports to the Manager of Engagement and Programs.

- Establish and conduct regular meetings and communications with PCRG member organizations;
- Work with PCRG member organizations to identify other neighborhood groups and leaders for engagement;
- Work with PCRG member organizations to plan and implement initiatives, meetings, trainings, and outreach;
- Maintain and cultivate outreach channels to full range of partner grassroots stakeholders including PCRG members, labor and faith-based communities, partner activist and advocacy organizations, individual community leaders, and other place-focused nonprofits as appropriate;
- Work with Manager of Engagement and Programs, and Director of Policy to identify key issue areas, outreach gaps, and areas of opportunity expand connectivity and member involvement;
- Create and implement a recruitment strategy for diverse representation in PCRG’s advocacy, identifying appropriate messaging and methods of engagement;
- Identify like-minded groups who are not active with PCRG and cultivate new relationships with them;
• Represent agency at appropriate coalition and working group meetings as assigned, identify and act on determined outcomes;
• Work with PCRG’s Media and Events Coordinator to provide content for PCRG’s newsletter, website, and other online channels, and help update and maintain the organization’s contact database and mailing lists. Maintain the member portal on PCRG’s website;
• Host information sessions, events, and trainings as appropriate;
• Maintain positive relationships with staff, board members; membership, external stakeholders, and elected officials, informing them of ongoing movement toward meeting PCRG’s goals and objectives;
• Provide information to Executive Director, as spokesperson for the organization, to promote a positive image of PCRG throughout the region;
• Utilize processes for tracking project activity, outreach, and leadership development as directed, use process to provide regular updates to other PCRG staff;
• Other relevant duties as assigned to the position.

Knowledge, Skills, and Abilities
• Empathetic sensitivity to issues stemming from the institutional marginalization of minority and low/moderate income individuals and communities;
• Ability to proactively, effectively engage with stakeholders of widely varying racial, socioeconomic and age backgrounds;
• Excellent inter-personal, oral communication and writing skills;
• Strong facilitation and consensus-building skills;
• Highly organized self-starter with a high self-standard of performance, and goal creation;
• Capacity to identify new challenges and opportunities, and formulation of strategies and tactics to address the same;
• Ability to synthesize multiple viewpoints and opinions, incorporate them into work as appropriate;
• Ability to simultaneously and effectively manage multiple projects in a fast-paced environment;
• Flexibility to change direction and respond to the needs of a dynamic system, yet remain effective;
• Broad understanding of the impacts of underlying factors to institutionalized poverty and racism such blight, disinvestment, and socioeconomic and physical isolation;
• Ability to understand and communicate various representations of data and information such as tables, graphs, and maps;
• Microsoft Office Suite proficiency required. Proficiency with creative software such as the Adobe Suite, and tools such as CRM and GIS a plus;
• Ability to adhere to deadlines and established benchmarks;
• Ability to set high goals and standards of performance and meet these expectations while working in the field or remote office locations;
• Maintains and promotes social, ethical, and organizational norms in conducting internal and external business activities.

Education and Experience
A Bachelor’s Degree in Social Work or a related field with 1-3 years’ experience or the equivalent combination of education and/or experience in community organizing / community development.

Benefits and Salary
Salary Range for this position is $30,000 - $40,000 based on education and experience. Our benefits package includes medical/dental/vision insurance, disability and life insurance, and 401(k) individual retirement plan 90 days after hire. Additionally, PCRG promotes reducing the carbon footprint, and can provide a travel stipend equal to the cost of a monthly transit pass.

PCRG is an Equal Opportunity Employer and does not discriminate on the basis of gender, race, age, national origin, ethnic background, familial status, sexual orientation or identity, disability or any other characteristic protected by law.