



**Position Title: Outreach Manager**

**Reports to: Deputy Director**

**Position Summary:** The Outreach Manager operationalizes an outreach and communications strategy that strives to increase brand awareness throughout Orange County, focusing specifically on developing a robust and diverse applicant pipeline to Hope Builders. This individual spends extensive time in the Central Orange County community, developing key relationships to meet target application numbers. He/she informs and coordinates advertising and media campaigns, establishes and works with a team of program staff and youth workers to assist in building and managing relationships with youth, police, schools, advocacy groups and community-based organizations. The ideal candidate will be detail-oriented, skilled at building relationships, familiar with the local community, and enthusiastic about Hope Builders' mission.

**KEY RESPONSIBILITIES:**

***Recruitment and Retention***

- Identifies, creates, and implements strategic practices, with corresponding KPIs, to increase application yield rates (prospective trainees who submit an application)
- Builds and maintains relationships with high schools, community-based organizations, and other external entities with the objective of establishing and strengthening pipelines and pathways for new applicants
- Organizes, attends, and hosts local events as needed to support recruitment goals
- Acts as a main point of contact for recruitment matters

***Planning, Coordination, and Assessment of Recruitment Plans***

- Operationalizes a plan to increase outreach to target applicants and meet established benchmarks for recruitment
- Prepares, and modifies when necessary, annual recruitment plans
- Assesses current recruitment practices, incorporating the latest research, techniques, innovation, and technology into the annual recruitment plan
- Regularly evaluates the efficiency and effectiveness of trainee recruitment processes and initiatives
- Collects and analyzes data to help determine future practices, strategies, and initiatives and to demonstrate progress towards metrics
- Assigns staff resources appropriately to meet recruitment needs



### ***Communication and Promotion***

- Establishes and maintains effective communication with prospective trainees and community-based partners
- Consults and collaborates with current trainees, alumni, staff and other relevant stakeholders on promotional strategies for recruitment
- Collaborates with marketing and communication team to create and distribute recruitment materials and execute targeted recruitment communication strategies, ensuring alignment and brand integrity

### **Qualifications:**

- Minimum 3 years' experience in admissions or post-secondary recruitment
- Excellent organizational skills; Meticulous; Ability to self-start and multi-task; Must thrive on diverse assignments and deadlines
- Excellent oral and written communication skills reflecting solid customer service both in person and over the telephone
- Ability to form and sustain appropriate adult-based relationships
- Effectively collaborate with other organizations and schools
- Use time effectively and focus on details
- Ability to collect meaningful data and draw conclusions
- Intermediate level proficiency in MS Word and Excel
- High level of self-management and organization
- Successful completion of background check required
- Must have a valid CA Driver's License, reliable transportation, and meet state required automobile insurance minimums
- Minimum Education Requirements: B.A. required

### **ADDITIONAL REQUIREMENTS:**

#### ***Physical Requirements***

- Ability to sit at a desk or computer for extended periods. Ability to lift at least 20 pounds. Ability to go up and down stairs throughout the day.

#### ***Mental Requirements***

- Ability to work with frequent interruptions and changes in workload priorities, ability to prioritize tasks, ability to maintain confidentiality.



***Essential Values-Based, Leadership and Management Competencies***

- Demonstrates competencies in line with the core values that are the foundation of all activities performed by employees in order to achieve the mission of Hope Builders.

**Compensation and Benefits**

Salary range related to experience. For regular full-time employees, full medical, dental, and vision benefits are offered. Additional benefits available including 401(k) retirement plan. Full time position at 40 hours a week. Candidate must be willing to work at least one day out of the weekend per month, and have rare evenings throughout the week. Candidate will be required to drive to multiple locations throughout the week.

---

This job description is not intended to be all-inclusive, and employee will perform other reasonably related job duties as assigned by immediate supervisor or other management as required. It is not intended to be construed as an exhaustive list of all responsibilities.

This organization reserves the right to revise or change job duties as the need arises. This job description does not constitute a written or implied contract of employment. Employment at Taller San Jose may be terminated at will by the employee or Taller San Jose at any time with or without cause and with or without notice.

---

**HOW TO APPLY:** Please send resume and any supplemental documents to [HR@tsjhopebuilders.org](mailto:HR@tsjhopebuilders.org)