



## Job Description

<b>Job Title:</b>	Community Outreach Coordinator
<b>Reports To:</b>	Intake & Placement Manager
<b>FLSA Classification:</b>	Exempt / 2 Year Contract

Last updated: 9/23/2022

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### ABOUT CAPITAL IDEA

Capital IDEA is an Austin-based nonprofit dedicated to lifting working adults out of poverty and into living wage careers through education. Partnering with Austin Community College, we provide a range of services designed to help low-income adult students succeed in school and enter high-paying, in-demand jobs. Since our founding in 1998, over 2,000 Central Texans have completed the program and moved their families out of poverty.

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### ABOUT THE POSITION: COMMUNITY OUTREACH COORDINATOR

The Community Outreach Coordinator serves as the organization's liaison with the community. This role is responsible for researching, identifying, developing, and implementing outreach strategies and developing and maintaining relationships with staff and administrators at various organizations with the purpose of recruiting applicants into Capital IDEA and increases company visibility. In addition, the Community Outreach Coordinator develops and executes the outreach plan and exercises independent judgment and discretion when out in the field.

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### JOB DUTIES

#### Essential Job Responsibilities

##### Outreach Strategy Development and Execution

- Maintain a calendar of outreach activities, including community events, workshops, appearances and other communication opportunities
- Works collaboratively with the Communications Department to produce content, define, and deliver the organization's messaging for outreach channels including social media.
- Prepares an annual budget to Community Outreach Activities

##### Relationship Research and Development

- Develops external relationships and makes decisions about which organizations to work with to reach groups such as minorities, low-income families, and underemployed adults for recruitment purposes. Such organizations include, but are not limited to, local community groups, other non-profits, workforce centers, churches, and higher education institutions.
- Maintains and manages relationships within the Customer Relationship Manager (CRM).

##### Presenter and Representative

- Presents in the community and at Capital IDEA hosted information sessions.

- Represents Capital IDEA at community events and activities that strengthen our community relationships, promote our services, and supports applicants.

#### Guidance and Support

- Provides motivation, guidance, and support to applicants through the application process.
- As part of the Intake Team, will assist with other duties as assigned.

#### Professional Standards for Program Delivery

- Works smart by setting effective work goals, establishing priorities, and planning well in order to produce quality work.
- Takes ownership and is accountable for all job responsibilities. Follows through on all commitments.
- Executes effectively by using resources efficiently, meeting deadlines, and keeping immediate supervisor and others informed of work plans and progress toward goals.
- Builds rapport with individuals inside and outside the organization.

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## QUALIFICATIONS

### Minimum Qualifications

Bachelor's degree and three to five years of relevant experience in recruitment or community outreach. Excellent interpersonal and communication skills. Experience speaking to large groups and individuals. Bi-lingual in Spanish preferred. Demonstrated ability to reach out effectively to low-income populations and community-based organizations. Friendly, enthusiastic, and positive attitude. Detailed planning and implementation skills. Ability to manage multiple tasks and meet deadlines. Experience in Microsoft Office Suite, Windows applications, Internet, Email and social media. Able to work a flexible forty-hour schedule which includes evenings and weekends. Frequent travel within the Greater Austin area utilizing your privately owned vehicle (mileage paid) required.

Salary Range: \$48,000 - \$50,000

Email resume to Larry Cummings at [jobs@capitalidea.org](mailto:jobs@capitalidea.org).