

## **THE POSITION**

The Recruitment and Outreach Coordinator is responsible for successfully recruiting and converting prospective student and adult participants into registrants. The Recruitment and Outreach Coordinator is responsible for stewarding community partnerships needed to reach students in designated high crime/low income zip codes. This role assists in achieving CLD's performance metrics and other quality indicators established for this position. It is essential the person in this role have excellent communication, strong organizational skills, knowledge of Black youth opportunities and challenges and can speak during Recruitment Events to how CLD can help youth and families address these challenges.

## **EDUCATION REQUIREMENT**

- Bachelor's degree or an equivalent combination of education and experience and at least 1 year of experience from which comparable knowledge and skills can be acquired, as necessary.
- CLD Self-Discovery/Career Exploration Project Alumni preferred.
- Experience in sales, communication, marketing, or community development preferred.
- Valid Driver's License

## **SALARY AND HOURS**

- 8am-4:30pm 3 days a week
- 4pm-8pm 2 days a week
- Minimum of two Sundays per month (scheduled in advance) \*hours vary based on event details
- Minimum of one Saturday per month (scheduled in advance) \*hours vary based on event details

## **BENEFITS**

- Personal, sick and bereavement leave
- 403(b) participation after 3 months of employment
- Individual SEP-IRA after one year of employment
- Group Health Insurance including vision and dental options

## **ROLES AND RESPONSIBILITIES**

### **Recruitment**

- Executes comprehensive, strategic, recruitment campaigns using CLD website, social media and targeted email outreach to make new contacts; works collaboratively with the Development department.
- Organizes and implements Open House Events that attract new and returning participants.
- Represents CLD at local, regional and national recruiting events, building relationships with staff at feeder locations and sharing recruitment materials.
- Schedules and delivers presentations at area schools, churches, and other community organizations for the purpose of recruiting student participants as well as informing the community about CLD.
- Plans and coordinates the logistics of Guest tours of CLD to provide an overview of CLD facilities and programs and services.
- Conducts informational face-to-face or virtual sessions to build awareness of CLD.
- Completes assigned cold calls with prospective participants.
- Provides appropriate follow-up communication with prospective participants.
- Meets with youth on school campuses to provide detailed program information and facilitate enrollment.
- Arranges meeting locations for applicants when necessary, such as registering large groups for the College Prep Conference.

- Collaborates with Program Coordinators to manage leads in efforts to attain the desired conversion rate and meet the registrant goal.
- Manages the execution, direction, and coordination of all Indiana Black Expo matters within the one-day event to include supervising volunteers.

### **Office and Administration**

- Recruits, selects and supervises Student and Parent Ambassadors and tracks their attendance to monthly meetings, community service hours, and how much time they provide administrative support to CLD.
- Provides monthly reports on trends and completion of CLD recruitment goals.
- Collects and compiles feedback forms to evaluate success of standard recruitment events.
- Enters all data into internal database system, to include interest forms.
- Develops and maintains standard operating procedures for contact and follow-up.
- Maintains database of contacts and community resources to help identify and source prospective participants.
- Maintains accurate and up to date records of recruitment relationships in database.
- Submits planned event collateral to Development for feedback and approval.
- Provides Development with notice for unforeseen events collateral requests that include creation, feedback and approval.
- Compiles data and materials to present Bi-Annual report and summary.
- Projects yearly recruitment expenditures for budgetary estimates.
- Captures engaging and educational imagery of current programming, sharing images to CLD's social media platforms.
- Acts as liaison between the Volunteer Coordinator and/or Alumni Relations Coordinator and program supportive adults/potential volunteers.
- Maintains and enhances recruitment materials, including digital and social media in collaboration with the Development Department.
- application.

### **Organizational**

- Consults with Department Leaders to identify immediate and long-range recruiting needs.
- Develops and delivers recruitment standards training to CLD Staff during New Employee Onboarding as well as to existing staff at a minimum of bi-annually.
- Adheres to brand standards according to the graphics manual and brand guidelines.
- Maintains Monday.com recruitment efforts board.
- Complies with mandatory attendance at the following annual CLD events: Minority Achiever's Awards and Scholarship Gala, College Prep Conference, Indiana Black Expo, all Open Houses and all graduations unless instructed otherwise.
- Adheres to professional personal presentation following CLD dress code policy.
- May perform specialized activities in direct support of the accomplishment of organizational objectives and the CLD mission.

### **PHYSICAL REQUIREMENTS/DEMANDS**

- Required to travel 70% of time out of the office to present opportunities to potential participants. Travel is within Indianapolis and the suburbs of Indianapolis.
- Events require physical exertion, including lifting of boxes no more than 30 lbs., moving chairs and tables, loading and unloading supplies.
- Office and Administration work is generally sedentary labor, remaining in a stationary position for long periods of time, extensive computer usage, hand-eye coordination.
- Must have reliable transportation; mileage is reimbursed at IRS Standard Mileage Rates.

- Must be willing to work 2 evenings per week, 2 Sundays per month and some Saturdays through the year, all scheduled well in advance.

### **WHY SHOULD YOU APPLY?**

A professional who is passionate about CLD's desire to nurture a pipeline of talented, ambitious youth who are graduating from high school and college, and thriving in their careers.

**Send Resume to: Malybu White, Manager of Human Resources, [mwhite@cldinc.org](mailto:mwhite@cldinc.org)**