



CENTER FOR LEADERSHIP DEVELOPMENT

Cultivating Character / Empowering Youth / Enriching Community

Department	Programs
Job Title	Recruitment and Outreach Coordinator
Reports to	Manager of Community Programs

Travel Required ✓ 70% Local	Type of position: ✓ Full-time, Exempt	✓ 8:00am-4:30pm ✓ Some evenings and Saturdays
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GENERAL POSITION DESCRIPTION

The Recruitment and Outreach Coordinator is responsible for successfully recruiting prospective student and adult participants. This position is also responsible for stewarding community partnerships needed to reach students in targeted zip codes. This role assists in achieving CLD's performance metrics and other quality indicators established for this position.

ROLES & RESPONSIBILITIES

Recruitment

- Executes comprehensive, strategic, recruitment campaigns using selected means available to meet participant goals.
- Presents recruitment efforts weekly to leadership and/or teams.
- Provides appropriate follow-up communication with prospective participants.
- Uses data to measure engagement following programs' social media posts.
- Creates programmatic flyers adhering to brand standards according to the graphics manual and brand guidelines.
- Schedules and delivers presentations at area schools, churches, and other community organizations to recruit student participants as well as inform the community about CLD.
- Organizes and implements Open House Events that attract new and returning participants.
- Meets with youth on school campuses to provide detailed program information and facilitate enrollment.

Office and Administration

- Recruits, selects, and supervises Student Ambassadors-
- Tracks recruitment data and progress toward CLD recruitment goals and related metrics.
- Develops and maintains standard operating procedures for contact and follow-up.
- Maintains a database of contacts and community resources to help identify and source prospective participants.
- Acts as liaison between the Volunteer Coordinator and/or Alumni Relations Coordinator and program supportive adults/potential volunteers



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Organizational

- 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.
- 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.
- May perform specialized activities in direct support of the accomplishment of organizational objectives and the CLD mission.

WORK EXPERIENCE AND SKILLS REQUIREMENT

- Minimum 2 years experience in recruitment and outreach in the community, including in local public school systems and community organizations.
- Minimum 2 years of customer relationship management and database systems.
- Strong record-keeping skills with attention to detail.
- Ability to keep confidential all personal information gathered through the application process.
- General knowledge of the educational and support services systems accessed by low-income youth.
- Ability to quickly build genuine rapport with potential students and their support network.
- Ability to speak with tact, diplomacy, and persuasiveness both in person and on the telephone.
- Familiarity with Monday.com visual team management web application.
- Ability to work well under minimal supervision.
- Prior success at executing projects in a timely manner and in achieving results on schedule.
- Proficient in Microsoft Office.

ATTRIBUTES

Communicator. Proficient verbal and written communication skills.

Self-starter. Takes the initiative to not only identify a problem but work to solve it.

Critical Thinker. Form reasonable judgments; provide evidence, reasons, or rationale for decisions.

Team player. Works well independently, but recognizes the value of working with corporate management, employees, and the larger community.

Flexible. Must be willing to learn quickly and respond to changing environments.

Efficient. Able to multi-task, prioritize and manage multiple projects in a fast-paced, customer-oriented environment while being detailed and highly organized.

Passion. Must be excited about the CLD mission and the youth we serve.

EDUCATION, LICENSES, CERTIFICATION REQUIREMENTS

- Bachelor's degree or an equivalent experience of at least 3 years from which comparable knowledge and skills can be acquired.
- CLD Self Discovery/Career Exploration Graduate preferred (CLD Alum).
- Experience in sales, communication, marketing, or community development preferred.
- Valid Driver's License



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PHYSICAL REQUIREMENTS/DEMANDS

- Required to travel 70% of the 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 boxes no more than 30 lbs., moving chairs and tables, loading and unloading supplies.
- Administrative work is generally sedentary labor, remaining in a stationary position for long periods of time, extensive computer usage, and hand-eye coordination.

WORK ENVIRONMENT

This position operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, printers, scanners, laminators, and photocopiers.