



POSITION DESCRIPTION

Job Title:	Lead Management and Recruiting Specialist
Reports To:	VP of Content Marketing
Exempt/Nonexempt:	Non-Exempt
Direct Reports:	None

Purpose

ServeMinnesota is seeking a Lead Management and Recruiting Specialist. The purpose of this role is to develop and strengthen relationships between ServeMinnesota and individuals interested in national service in AmeriCorps. This person will foster and manage relationships with prospective AmeriCorps members, shepherd them through the recruiting process, and assure that their application experience is seamless. They will use outstanding interpersonal communication skills in combination with strong digital communication skills to persuade, advise and guide recruits through the pipeline of application to placement as a new AmeriCorps member.

The specialist would be responsible for responding to queries on the ServeMinnesota website and direct messages on social media and overseeing personal and automated email responses to members, and for phone and text message follow-ups.

This position, which will be part of our marketing and communications team, will work in partnership with colleagues at ServeMinnesota and managers in our partner programs to assure that all incoming recruiting leads have a great experience in their path to being placed as an AmeriCorps member in a program that is the best fit for their skills and interests. The Lead Management & Recruiting Associate is integral to assuring that we fill AmeriCorps positions with the strongest candidates while assuring that all applicants have a positive experience in their interactions online and on the phone as they learn about serving in AmeriCorps.

Candidates must be self-motivated individuals who love working with a passionate team, solving problems for customers, working with various tech platforms, and continually improving company processes and culture. Also, the successful candidate will be able to learn on their

own, as well as accessing knowledge from others, an ability to thrive in unknown territory, and a desire to contribute.

Essential Job Functions

- Accurately enter all prospect, contact detail and activity in the organization's CRM (Customer Relationship Management) tools and manage pipeline conversions
- Actively pursue a pipeline of prospects through phone, email and other channels as needed; e.g. schedule intro calls with prospects.
- Make recommendations and improvements to the customer acquisition process.
- Research, question, and listen to potential recruits to fully understand needs and direct them appropriately
- Ensure a successful handoff of qualified opportunities to the appropriate program representatives
- Report progress to managers regularly
- Manage inbound lead queue and marketing generated leads with a 24-hour response rate

Other Job Functions

- Assist External Relations department with legislative outreach/marketing, college/high school recruitment
- Assist with social media posting and management when extra help is needed

Job Qualifications

Minimum

- 2-4 years of experience in a communications role (internship or student experiences are acceptable to include)
- Strong analytical, research and networking skills
- Ability and willingness to adapt to change
- Familiarity with Microsoft Office products and an ability to work with remote team members via tools such as Zoom, Slack, and Google Meet

Preferred

- Experience in executing outbound prospecting campaigns -- comfortable leveraging multi-channel communication (phone, email, text, social, etc.) to engage with recruiting leads and describing value
- Enthusiastic about AmeriCorps national service and commitment to the community. (Previous experience as an AmeriCorps member is a plus (but not a requirement)
- Past experience entering data into a CRM system

Knowledge, Skills and Abilities

- Outstanding written and verbal communication skills with a strong attention to detail

- Ability to manage time effectively as well as manage multiple concurrent recruitment cycles
- Demonstrated ability to effectively and proactively interact, communicate and collaborate on multidisciplinary teams and with people from cultural backgrounds other than your own
- Commitment to anti-racist practices and equality and inclusivity in the workplace and our AmeriCorps programs
- Confidence and competence in learning and using existing and new technologies, experience with systems and technology to enhance processes.
- A team player with an entrepreneurial mindset
- Excellent problem solving and troubleshooting skills, and ability to multitask on competing priorities

Physical Requirements

ServeMinnesota is committed to compliance with the Minnesota Human Rights Act and the Americans with Disabilities Act and will make reasonable accommodations as possible to enable employees to perform the essential function of their positions.

This position requires the ability to:

- Communicate effectively with people and groups in multiple settings within and outside of ServeMinnesota.
- Effectively utilize existing and emerging technology to achieve required results.
- Travel locally and nationally as needed to attend meetings.

ServeMinnesota is committed to hiring staff people who reflect the diversity of the Minnesota communities we serve. Studies have shown that women and people of color are less likely to apply for jobs unless they believe they meet every one of the qualifications as described in a job description. We are most interested in finding the best candidate for the job, and that candidate may be one who comes from a less traditional background. We would encourage you to apply, even if you don't believe you meet every one of our qualifications described.

Workplace

At ServeMinnesota, we are highly invested in the success of our people. We strive to make it an awesome and inclusive place to work and we recruit passionate people. We are looking for people who are energized by making an impact, having autonomy in their work and who want the ability to look back at what they have accomplished and say "wow."

Salary

\$41,000

This position is available to all, without regard to Race, color, creed, religion, national origin, sex, marital status, status with regard to public assistance, familial status, disability, sexual orientation, or age. It is also unlawful to retaliate against any person who files a complaint about discrimination. In addition to filing a complaint with local and state agencies that are responsible for resolving discrimination complaints, you may bring a complaint to the attention of the Corporation for National and Community Service.