Community Outreach and Engagement Specialist

Purpose

The Community Outreach and Engagement Specialist develops and strengthens relationships between ServeMinnesota and individuals interested in national service and/or AmeriCorps. This person fosters and manages relationships with prospective AmeriCorps members, shepherds them through the recruiting process, and assures that their application experience is seamless. They create an ongoing conversation with community members to keep service top of mind.

This position, which is part of our external relations team, works in partnership with colleagues at ServeMinnesota and our partner programs to ensure that all incoming recruiting leads have a great experience on their path to becoming an AmeriCorps member in a program that is the best fit for their skills and interests. The Community Outreach & Engagement Specialist is integral to filling AmeriCorps positions with the strongest candidates while ensuring that all applicants have a positive experience in their interactions online and on the phone as they learn about serving in AmeriCorps.

Equity in Action

The Community Outreach and Recruiting Specialist demonstrates self-awareness by providing examples of how their own social identities impact others and influence our roles. Distinguishes between equity and equality. Displays commitment to creating an inclusive environment. Shows ability to identify cultural similarities and differences and adapt behavior as needed to be effective in their work. Transparency with recruits about service benefits and the reality of making it a sustainable experience.

Essential Job Functions

1. Advise and guide recruits to find the AmeriCorps program that’s the best fit for them. Use email, phone, and other channels as needed (e.g. schedule intro calls with prospects and follow up by email.)

2. Plan and lead engaging and fun recruitment events to introduce people to AmeriCorps programs in Minnesota; organize details for attending existing community events. Present to community groups and attend career fairs; talk with recruit leads about program options and the value of AmeriCorps.

3. Be a public face of ServeMinnesota and AmeriCorps in email, text, blog, and social content
4. Respond to interest form submissions on the ServeMinnesota website and oversee personalized follow-up.

5. Accurately record all recruitment activity in Customer Relationship Management (CRM) system. (We use Hubspot)

6. Empathetically listen and provide answers to potential recruits to fully understand needs and direct them appropriately.

7. Ensure a successful handoff of interested candidates to the appropriate program representatives.

8. Make recommendations to improve lead generation processes and metrics in the Customer Relationship Management (CRM) system; report progress to managers regularly. Help team think through frequently asked questions and how to respond.

9. Assist on research projects to enhance ServeMinnesota’s recruitment, community outreach, and member support.

10. Maintain up-to-date record of program deadlines and progress toward meeting recruitment goals through consistent communication with program leaders.

11. Support the Development and Communications Manager with campus ambassadors at the University of Minnesota - Twin Cities, and other campuses as needed.

Other Job Functions

1. Assist External Relations department with college and high school recruitment and broader community outreach, including event attendance, meetings with key staff, and presentations.

2. Assist with recruitment marketing strategy as needed, including purchasing and managing merchandise, and event preparation/staffing including career fairs, campus outreach, and focus groups.

3. Notice trends in recruit lead interests, questions, and concerns; translate these trends into ideas for blog, social, and email content.

4. Expanding AmeriCorps’ reach in Minnesota by increasing brand awareness.

5. Support legislative efforts as needed including site visits

6. Support ServeMinnesota’s commitment to equity and inclusion throughout all recruitment interactions.

Job Qualifications

Minimum
• 1-3 years of experience in a communications role (internship or student experiences are acceptable to include).
• Enjoy working as a team member as well as independently; bring strong interpersonal skills.
• Ability and willingness to adapt to change.
• Commitment to anti-racist practices, equity, and inclusivity in the workplace, with our AmeriCorps programs, and in communication with recruits.
• Commitment to the community and a participatory approach to serving community members.

Preferred
• Strong analytical, research and networking skills.
• Familiarity with Microsoft Office products and an ability to work with remote team members via tools such as Zoom, Slack, and Google Meet.
• Experience with or exposure to prospecting campaigns--comfortable leveraging multi-channel communication (phone, email, text, social, etc.) to engage with recruiting leads.
• Enthusiastic about AmeriCorps national service. (Previous experience as an AmeriCorps member is a plus but not a requirement).
• Past experience entering data into a Customer Relationship Management (CRM) system.
• Excellent presentation skills; comfort speaking on video.

Knowledge, Skills and Abilities
• Outstanding written and verbal communication skills with a strong attention to detail.
• Excellent problem solving and troubleshooting skills.
• 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 or with different identities other than your own.
• Confidence and competence in learning and using existing and new technologies.
• A team player willing to suggest and try creative recruiting strategies.
• Some travel required; reimbursement available.

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 in our communities through national service.
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 AmeriCorps Agency.

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.

This position is based downtown Minneapolis but currently working a hybrid schedule. The salary is $42,000 - $45,000.

ServeMinnesota requires all employees to be fully vaccinated for COVID-19, the only exception to this requirement is an approved medical or religious exemption.

Please submit a resume. Instead of including a cover letter, please answer each of these questions in either the body of the email or as a separate attachment, so we can get a better idea of your experience and interest in this position and our organization:

1. Why are you interested in ServeMinnesota and this particular position?

2. How does your experience align with the Essential Job Functions and Minimum Qualifications of this position?

Submit applications to lisa.carlson@serveminnesota.org.

Application deadline is August 2, 2023