



POSITION TITLE: *Outreach Specialist*
SUPERVISOR: *Coastal Bend Manager*
STATUS: *Non-Exempt*

About Us

Founded in 1974, cdcb | come dream. come build provides safe, sanitary affordable housing to the citizens of South Texas, and is one of the largest non-profit producers of single-family housing for homeownership in Texas. cdcb is a multifaceted affordable housing organization devoted to utilizing collaborative partnerships to create sustainable communities across South Texas through quality education, model financing, efficient home design, and superior construction.

Our dedicated team members work to improve the lives of low to moderate families and individuals to grow wealth and improve families educational, housing, and financial security. We offer industry competitive compensation, excellent benefits with a five-decade old firm. cdcb is an inclusive and exciting work environment. We are looking for a knowledgeable and self-motivated individual to join our team.

Summary

The Outreach Specialist is directly responsible for implementing strategies to expand cdcb 's direct marketing and community engagement efforts. Will serve as a liaison with individuals, organizations and employers to offer cdcb programs and resources.

Duties and Responsibilities

- Promote cdcb programs and services in person and virtual events.
- Develop and lead door to door outreach efforts throughout cdcb's service area with an intentional focus on hard-to-reach *colonias* and rural areas.
- Develop and maintain relationships with community organizations, businesses, governmental agencies, and community leaders.
- Conduct research on community needs and interests to innovate outreach initiatives.
- Host regular info sessions in person and virtually.
- Actively search for new opportunities to represent cdcb during in person and virtual events to enhance cdcb's presence and maintain existing relationships.
- Develop and deliver presentations highlighting available programs and resources.
- Maintain a calendar of outreach activities, including community events, workshops, and other communication opportunities.

www.cdcb.org

info@cdcb.org

(956) 541-4955

901 East Levee Street

Brownsville, Tx 78520





- Identify potential partners.
- Participate and assist in the creation of marketing materials (flyers, social media posts, videos, etc.) tailored for specific events to expand cdcb's presence.
- Organize and lead special events including community resource fairs, homeownership celebrations, block parties, ribbon cutting ceremonies, as well as cdcb internal events.
- Plan and coordinate community building and engagement efforts including neighborhood clean-ups, public space improvements, community festivals and other volunteer-based projects.
- Create and maintain a direct outreach tracking report, community partner roster and a volunteer database.
- Monitor and evaluate the effectiveness of monthly outreach initiatives and their impact.
- Maintain accurate records of outreach initiatives including attendance, participation, and feedback.
- Host weekly computer literacy courses in the local Rural communities.
- Meet community building and engagement and marketing goals set by communications and marketing department.
- Host a Tool Lending Library every week in the local Rural Communities.
- Carry out additional duties as assigned

Required Qualifications, Skills and Experience

- High School Diploma or general education degree (GED) or higher.
- One to three months related experience and/or training or equivalent combination of education and experience.
- Ability to represent cdcb in a professional and exceptional manner.
- Fluent in English and Spanish.

Supervisory Responsibilities

- N/A

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Compensation and Benefits

- Salary – \$30,000 to \$35,000 Based on Experience
- Bonus – Based on production goals met
- 100% of premium for health, vision and dental benefits paid by cdcb.
- Life Insurance
- 401K retirement plan (no match required)
- 16 paid holidays
- Vacation Days - Based on Length of Service
- Personal Days - Based on Length of Service

To apply submit resume, cover letter to: cescalera@cdcb.org

cdcb IS AN EQUAL OPPORTUNITY EMPLOYER

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