

Position Title: Outreach & Enrollment Specialist
Department: Career Pathways
Reports To: Career Pathways Manager
FLSA/ Status: Non-Exempt/ Full-Time
Job Family: 3
Hiring Range: \$41,000 to \$48,000 per year
Revised: October 2021

WHO WE ARE

Mi Casa Resource Center (MCRC) is committed to creating pathways of opportunity for low-income and underserved individuals. For more than 45 years, we have provided award-winning workforce, small business, and youth development programs throughout Metro Denver. Currently, MCRC educates, trains, and supports youth and adults on their path to economic success. Additionally, MCRC partners with some of the area's most respected organizations to provide economic and educational services to assist families on their path to achieving their economic goals and realizing their dreams.

MCRC's suite of Career Pathways programming supports youth and adults to achieve success in education and employment. Using a sector-focused approach that engages local industry to find those jobs that match the client base, MCRC works with Denver area employers to create training programs for career readiness, workplace skills and job success in the financial services and other industries. Mi Casa also provides career coaching, workshops, and other services to support participants in gaining meaningful employment.

POSITION SUMMARY

Mi Casa Resource Center is seeking a bilingual professional with excellent communication & interpersonal skills and experience in outreach, sales, intake, or enrollment to join as our Outreach and Enrollment Specialist.

The Outreach & Enrollment Specialist conducts targeted outreach and builds and maintains strategic referral partnerships to connect local job seekers to MCRC's Career Pathways (CP) Program and/or other agency services. This position is responsible for recruitment, intake, assessment, and enrollment of participants into MCRC's CP programs as well as connecting prospects for other MCRC or partner service to the appropriate point of contact. The Outreach & Enrollment Specialist regularly represents MCRC at community events and provides information about the agency and provides participant support throughout the application and enrollment process.

KEY RESPONSIBILITIES

Participant Interaction

- Responds, in English and Spanish, to all inquiries about MCRC's CP adult and youth programs and services.
- Directs prospective participants to appropriate MCRC programs and services.
- Reviews and processes application and enrollment documentation via Salesforce to ensure completeness and accuracy of data collected.
- Conducts follow-up with participants as needed throughout the enrollment process.
- Assesses applicants to determine program eligibility.
- Makes referrals, both internally and externally, to other resources to address barriers to success.

Operational Tasks

- Conducts targeted outreach/recruitment, intake and enrollment for CP programs.
- Researches, creates, and maintains strong relationships with referral partner agencies/individuals.
- Maintains accurate knowledge of current and upcoming agency-wide recruitment needs.

Mission: Creating pathways to opportunity.

Vision: We envision a community where all people have the power to achieve their economic goals and realize their dreams.

- Collaborates with team members to ensure effective internal communication about CP operations and agency-wide services.
- Works in tandem with development & marketing team to promote MCRC programming.
- Communicates externally with community partners about MCRC programs and services in partnership with all-agency efforts.
- Represents MCRC at community events as needed.
- Supports CP programming through scheduling, communication, and occasional technology support.
- Conducts enrollment sessions for prospective participants meeting all areas of the intake process including administration of any individualized assessments.
- Recruits prospective participants via online recruitment tools including Indeed, Facebook, LinkedIn, and other social media platforms.

Independent Judgement

- Makes decisions about implementation of most effective outreach/recruitment/intake systems
- Maintains ethical confidentiality standards.

Evaluation

- Evaluates effectiveness of outreach and recruitment efforts in meeting enrollment goals.
- Implements program improvement efforts for agency-wide recruitment/intake processes.
- Tracks participant information and provides data for reporting and evaluation.
- Tracks partner information and touchpoints.
- Assists with evaluation of program outcomes with accurate data collection and input.

Fundraising and Grants Management

- Participates in fundraising and grants management efforts as needed.

QUALIFICATIONS

- 2-4 years of experience in sales, recruitment, intake, enrollment or related nonprofit experience or an equivalent combination of education and experience.
- Computer experience with Microsoft Office programs or Google Suite; Salesforce, or other database, knowledge a plus
- Bilingual in English and Spanish required.
- Background check required
- Availability for flexible schedule with some evenings and weekends.
- Valid driver's license, good motor vehicle record and valid auto insurance preferred.

KEY COMPETENCIES

- Excellent interpersonal communication
- Taking initiative and demonstrating proactive approaches
- Demonstrated commitment to a strengths-based approach and trauma-informed practices
- Respect for low-income and diverse communities
- Organization and time management skills
- Flexible and adaptable to a dynamic work environment
- Team- player

MCRC provides a comprehensive benefits plan including employer sponsored medical, dental and vision benefits, employer paid life Insurance and disability benefits, paid vacation, 15 paid holidays and a retirement plan.

Mi Casa Resource Center is an equal opportunity employer.

Interested persons should email a cover letter and resume to jobs@MiCasaResourceCenter.org by November 19, 2021. Interviews may occur as qualified candidates apply.

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