

**Position Title:** Outreach & Enrollment Coordinator  
**Department:** Pathways Operations  
**Reports To:** Pathways Operations Manager  
**FLSA/ Status:** Non-Exempt/ Full Time  
**Job Grade:** 3  
**Hiring Range:** \$43,000 to \$48,000 per year  
**Revised:** June 2022

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## WHO WE ARE

Mi Casa Resource Center (MCRC) is committed to creating pathways to opportunity for low-income and underserved individuals. In 1976, seven mothers and one father living in West Denver founded what would become Mi Casa Resource Center. MCRC has grown to deliver programs that advance economic self-sufficiency for the entire family. As one of Denver's largest and longest-standing Latino-led and serving organizations, we have earned community trust by providing culturally competent services grounded in community need.

Our Business and Career Pathways programs support economic growth. Career Pathways trains, supports, and connects low-income jobseekers to high-demand careers that meet their personal and professional needs. Business Pathways combines trainings, consulting, and wraparound services for underserved business owners and entrepreneurs at every stage. With MCRC's support, participants gain the education and skills needed to generate income, move up career ladders, and build wealth through business ownership.

## WHY WORK AT MI CASA

- Be part of an organization and team culture that values employee input, makes data informed decisions, cares about the community, and has fun while doing it.
- Paid time off! MCRC offers three weeks of vacation time per year (accrued), two personal days, health days and 15 paid holidays including our year end closure from Christmas Eve to New Year's Day.
- Amazing benefits such as major medical insurance, dental and vision insurance, employer paid short term and long-term disability plans and a 403(b)-matching program. We pay 100% of medical premiums for employee coverage.
- A stipend for professional development and a team that will support your growth.
- Opportunities to participate in committees such as workplace culture and safety.
- Hybrid schedule that currently includes two days remote and three days in the office. However, as we are a direct service organization, it is important that we offer face-to-face services for the community we serve.

## POSITION SUMMARY

Mi Casa Resource Center is seeking a professional with excellent communication and customer service skills and experience in sales, outreach, recruitment or enrollment to join us as Outreach and Enrollment Coordinator.

The Outreach & Enrollment Coordinator conducts targeted outreach and builds and maintains strategic referral partnerships to connect participants to either the Business Pathways (BP), host of the Women's Business Center (WBC) programs, or local job seekers to MCRC's Career Pathways (CP) Program or other agency services. This position is responsible for recruitment, assessment, intake, and enrollment of participants into the different pathways programs as well as channeling prospects for any other MCRC or partner service. This position will also analyze data in our Salesforce database to make informed recruitment decisions. The Outreach & Enrollment Coordinator regularly represents MCRC at community events, provides information about the agency and provides participant support throughout the application and enrollment process.

## KEY RESPONSIBILITIES

**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.

### ***Participant Interaction***

- Answers phone inquiries in English and Spanish related to Business and Career Pathways programs and services.
- Provides information about all-agency programs in response to inquiries from prospective participants and navigates prospects to appropriate MCRC team member.
- Conducts phone screenings and assesses applicants to determine program eligibility.
- Coordinates enrollment sessions for prospective career participants meeting all areas of the intake process including administration of any individualized assessments.
- Schedules consulting and enrollment sessions for business participants and collects all the appropriate intake forms (641s, welcome forms, etc.)
- Schedules coaching sessions for career participants and collects all the required intake forms (welcome form, connecting Colorado forms, etc)
- 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.

### ***Outreach & Recruitment***

- Conducts targeted outreach and recruitment to meet all pathways trainings enrollment goals.
- Recruits prospective participants via online recruitment tools including Indeed, Facebook, LinkedIn, and other social media platforms.
- Maintains a strong understanding of all pathways' trainings and services.
- Works with cross functional team to determine, develop and implement innovative techniques to recruit new participants to the Pathways programs and services.
- Maintains accurate knowledge of current and upcoming pathways programming as well as and other agency-wide program needs.
- Coordinates with Operations Manager, Instructors and Trainers to ensure applicant's eligibility.
- Researches, creates, and cultivates strong relationships with referral partner agencies/individuals
- Identifies and attends outreach events/activities and represents MCRC at community events.

### ***Operational Tasks***

- Collaborates with Operations Coordinator, Operations Manager, Business and Career Assistant Directors, and Instructors to ensure effective internal communication regarding classes, workshops, and events.
- Corresponds with participants to confirm appointments and obtain paperwork.
- May assist with logistics for classes, workshops, webinars graduations and fairs.
- Supports classroom instructor during classes, if needed
- Assist the Pathways Operations Manager with creation and documentation of Outreach and Enrollment standard operating procedures.

### ***Independent Judgement***

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

### ***Evaluation***

- Evaluates the effectiveness of outreach and recruitment efforts in meeting enrollment goals.
- Tracks participant information, provides data for reporting and assists with evaluation of program outcomes with accurate data collection and data input
- Enters information accurately into agency and government databases.

### ***Other***

- Contributes to team effort by attending agency and team meetings and serving on committees as needed.
- Participates in fundraising and grants management efforts as needed.
- Completes additional duties and other special projects as assigned by the Pathways Operations Manager.

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## **REQUIRED QUALIFICATIONS**

- 1-3 years of experience in sales, recruitment, outreach, enrollment or and equivalent combination of education, training and experience.
- Experience in fast paced customer service, retail, or sales environment.
- Bilingual in English and Spanish required with excellent oral and written communication in English and Spanish.
- Proficient in in business software including Microsoft Office Word, Excel, Outlook, PowerPoint, SharePoint and various databases. Salesforce experience a plus.
- Prior nonprofit experience working with low income and diverse populations, a plus.
- Ability to be flexible and work evenings and weekends, as needed.
- Background check required.

## **KEY COMPETENCIES**

- Excellent communication and customer service skills
- Proactive individual with a growth mindset
- Good organization and time management skills
- Self-starter with strong creative problem-solving abilities
- Flexible and adaptable to a fast-paced dynamic work environment

***Mi Casa Resource Center is an equal opportunity employer.***

**Interested persons should email a cover letter and resume to [jobs@MiCasaResourceCenter.org](mailto:jobs@MiCasaResourceCenter.org) by September 30, 2022. Interviews may occur as qualified candidates apply.**