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

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 the area’s most respected organizations to provide economic and educational services to assist families on their path to achieve their economic goals and realize their dreams.

MCRC’s suite of business services supports entrepreneurs through all stages of business development helping them explore, launch, and grow their business through bilingual training, consulting, access to capital, and holistic support services. As Colorado’s only Women’s Business Center, MCRC partners with the U.S. Small Business Administration to start and grow small businesses in low-income communities and the US Patent & Trademarks Office to assist low-income inventors with patent practitioners for patent preparation and prosecution legal services on a pro bono (free) basis.

MCRC’s suite of career training pathways 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 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

**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.

**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.
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.

- Proficient 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

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. This position is eligible for a hybrid schedule consisting of three in-office and two remote days.

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

Interested persons should email a cover letter and resume to jobs@MiCasaResourceCenter.org by July 22, 2022. Interviews may occur as qualified candidates apply.