



Position Title: Admissions & Outreach Coordinator

Reports to: Admissions Manager

The Admissions & Outreach Coordinator works in close concert with Hope Builders' admissions cycle and team, to recruit a robust, diverse pool of applicants. This individual spends extensive time in Hope Builders' top five target cities and develops key relationships within the cities to meet target admissions numbers. He/she will coordinate advertising and media campaigns, establish and work with a team of youth workers to assist in building and managing relationships with youth, police, schools, advocacy groups and community-based organizations. The ideal candidate will be detail-oriented, skilled at relationship-building, familiar with the local community, and enthusiastic about Hope Builders' mission. This individual will also play a role in screening applicants who apply for a Hope Builders' training program and conducts interviews with prospective applicants. The ideal candidate will also have a strong sales or recruitment background and the ability to manage goal-driven daily tasks efficiently and professionally. Must be self-motivated to meet and exceed enrollment goals.

KEY RESPONSIBILITIES:

Admissions

- Be the first line of contact for prospective participants, by responding to phone calls and web based interest forms
- Collaborate with the Admissions Manager to provide an initial screening of applicants to ensure their smooth transition into the enrollment process
- Provide excellent customer service to every prospective participant via phone, email and in person

Database & Performance Management

- Receive, organize, and maintain participant applications and related enrollment documents
- Enter data (prospective interest forms, interviews, all enrollment related documents, completed applications, enrollment support & follow up) into apricot database
- Ensure data integrity for all participants
- Design and produce regular reports to track, document, and measure community outreach progress
- Develop proficiency in apricot report generation and usage to track admissions statistics to inform improvements to the outreach process
- Track the weekly progress towards enrollment related goals
- Participate in staff meetings and trainings

Outreach & Recruitment

- Build awareness of Hope Builders training programs in identified target cities
- Work with admissions team to ensure recruitment plan is executed and target numbers are met
- Maintain existing relationships with community partners and groups and develop new relationships with grass roots advocacy groups, churches, youth serving organizations, police, probation, etc... to recruit participants
- Present to both community organizations and potential applicants about Hope Builders training programs; provide tours at Hope Builders as needed
- Identify and maintain appropriate avenues for advertising the program through traditional and social media channels
- Use non-traditional outreach activities to reach potential applicants
- Organize and recruit former participants to conduct street outreach for training programs
- Maintain list of community partners and contacts
- Work closely with the advancement department to develop marketing and communications material to promote training programs
- Continuously evaluate outreach and recruitment strategies, use data to inform decisions paying particular attention to target areas; adjust strategies and plans as needed

QUALIFICATIONS:

- Bachelor's Degree in Business, Marketing, Communications, or related field preferred
- 1-2 years of experience and demonstrated success in recruitment, student engagement, admissions, case management, and/or program assisting preferred
- Effective communication skills/public speaking skills, and the ability to connect quickly and authentically with people from a variety of different professional and cultural backgrounds
- A deep knowledge of local neighborhoods, particularly of Santa Ana and Anaheim, and community organizations and comfort in visiting areas around both cities
- A creative, resourceful, responsive style with a strong attention to detail and follow-through and the ability to work independently and as a team player
- Strong Microsoft Office skills; experience working with performance management systems
- Comfort in building, managing, and growing meaningful relationships with a diverse range of constituents in the local community
- Attention to detail
- A passion for working with urban young adults, an unshakable belief in their potential and a strong commitment to the mission of Hope Builders
- Fluent in Spanish or Vietnamese preferred.

Salary & Benefits:

- Full medical, dental, and vision benefits plus 401(k) plan available.

Hours:

- Part-time, 20 hours a week of non-traditional hours
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This job description is not intended to be all-inclusive, and employee will perform other reasonably related job duties as assigned by immediate supervisor or other management as required.

This organization reserves the right to revise or change job duties as the need arises. This job description does not constitute a written or implied contract of employment. Employment at Hope Builders may be terminated at will by the employee or Hope Builders at any time with or without cause and with or without notice.

To Apply: Fax or email resume and cover letter to Christina Gonzalez Hicks:
cgonzalez@tsjhopebuilders.org