



SKILLS · JOBS · CAREERS

Position: Outreach and Enrollment Specialist
Position Class: Learned Professional
Reports to: Sr. Manager, Healthcare Skills Training

Salary Grade: 3
Supervises: N/A
FLSA: Exempt

JVS is a non-profit, non-sectarian agency. Our mission is to empower individuals from diverse communities to find employment and build careers; and to partner with employers to hire, develop and retain productive workforces.

JVS provides a broad range of services including adult education, skills training, job readiness training, job placement and support, and access to post-secondary education. JVS assists employers in their search for well-qualified job applicants and their initiatives to upgrade the skills of their incumbent workforce.

POSITION SUMMARY: Under the direction of the Sr. Manager of Healthcare Skills Training, the Outreach and Enrollment Specialist conducts outreach and recruitment for the Caring for our Seniors: a Nurse's Aide Training and Becoming a Pharmacy Technician Training programs. The Outreach Specialist works collaboratively with community partners, government agencies, funders, local employers and other entities to identify participants interested in becoming Certified Pharmacy Technicians and Certified Nursing Assistants. The Outreach Specialist is responsible for meeting program enrollment goals as outlined by funding requirements. This individual must have strong networking, outreach, marketing, time management, project management capabilities, as well as, a strong commitment to the program mission and goals.

ESSENTIAL JOB FUNCTIONS:

Build relationships, collaboration and teamwork:

- support and promote the mission and philosophy of JVS both internally and outside the agency
- establish relationships with key stakeholders (potential participants, employers, partner organizations, funders,) and work collaboratively in a structured and on-going manner
- serve as the primary recruitment source for Caring for our Seniors: Nurse's Aide Training and Becoming a Pharmacy Technician Training, utilizing a variety of methods such as e-mail blasts, advertising, and presentations to community partners
- create a recruitment plan to form strategic partnerships, identify potential students, and facilitate steps to enroll them into Caring for our Seniors: Nurse's Aide Training and Becoming a Pharmacy Technician Training
- conduct orientation sessions (both on-site and as needed at community partners), interviews, testing and utilize multiple strategies to engage prospective students between acceptance and start
- identify appropriate potential funding sources for each perspective student, complete all required steps to secure funding
- work collaboratively with and encourage collaboration between team members to ensure performance goals are met
- attend and actively participate in staff meetings and team-based projects
- communicate regularly with Supervisor about recruitment goals and pipeline
- actively participate in JVS Marketing Council and represent JVS at job and skills training recruitment fairs

Contribute to program success:

- assess client educational skills, interests, and aptitude to determine each applicant's fit for program and ability to benefit
- develop and modify outreach strategy based on the needs of both potential participants and program
- lead all outreach activities to ensure the program is fully enrolled on an annual basis and meets program revenue goals
- generate strategy and solutions in response to unforeseen change, setbacks and challenges
- oversee outreach interns

Administrative/Communication

- ensure that all key program data in entered into relevant data tracking systems, is accurate and complete
- track, maintain and report on outreach data and enrollment
- perform other duties as requested

MINIMUM QUALIFICATIONS AND EXPERIENCE:

- 1-3 years of experience in workforce development or related field required
- 1-3 years of experience in working with individuals with barriers to employment strongly desired
- Strong organizational skills, including , creating systems of work
- Ability to manage projects autonomously
- Ability to work well under pressure, think independently and be a problem solver when challenges arise
- Demonstrated experience with public speaking, recruitment, and marketing
- Knowledge of community resources and web-based resources preferred
- Comfortable traveling around the Boston Metro Area
- Flexible and adaptable with an ability to readjust plans quickly to handle new problems or concerns
- Comfort in digital marketing (including e-mail marketing, social media, and other forms of reaching large groups of people via the internet). Training is available, but a basic understanding and skill is required
- Ability to deal tactfully and effectively with a diverse group of clients at all levels of the organization
- Strong Microsoft Office Suite skills required

EDUCATION REQUIRED: Associate’s Degree in Human Services, Communications, Education, or related field.

KEY COMPETENCIES:

- Accountability and Results focused
- Adapting to Change
- Building Relationship, Collaboration and Teamwork
- Cultural Competency and Respect
- Communication Skills
- Initiative
- Planning/Organizing
- Promotes Agency

JOB COMPETENCIES:

- Successful partnership building
- Effective facilitation and presentation skills
- Effective marketing strategy development
- Data tracking and analysis

MENTAL DEMANDS:

- Reading
- Detailed work
- Confidentiality
- Problem Solving
- Verbal and Written communication
- Language
- Math
- Multiple concurrent tasks
- External contacts

PHYSICAL DEMANDS:

- Sitting
- Speaking
- Attendance
- Listening

WORKING CONDITIONS: Regular local travel, evening hours and some weekend availability required.

JVS CULTURE: JVS is strongly committed to diversity and a workplace environment that respects, appreciates and values employee differences and similarities. By providing and supporting a work culture that fosters and builds

upon diversity and its strengths, JVS will better serve our local communities and continue to provide quality services.

JVS is an employment at-will organization and an equal opportunity employer committed to maintaining a work and learning environment free from discrimination on the basis of sex, race, color, religion, national origin, pregnancy, gender identity, sexual orientation, marital/civil union status, ancestry, place of birth, age, citizenship status, veteran status, political affiliation, genetic information or disability, as defined and required by state and federal laws. Additionally, JVS prohibits retaliation against an applicant or employee because he or she has engaged in protected activity under the statutes prohibiting discrimination in the workplace.