



JOB ANNOUNCEMENT

MARKETING AND OUTREACH COORDINATOR

POSITION SUMMARY

Portland YouthBuilders (PYB) provides job training programs, wrap-around support, and alternative high school education with the mission to support low-income young adults, ages 17-26, who are committed to changing their lives to become self-sufficient, contributing members of the workforce and their community. At PYB, students develop marketable employment skills in construction and technology to launch successful careers.

PYB is deeply committed to continuously working to make our organization a more equitable and just place for both students and staff. As it is written in our [equity statement](#): *At PYB, we believe that communities are strengthened when diversity is honored. We believe we have a responsibility to interrupt and confront inequity. At PYB, we commit to continuously reflect and challenge the ways in which we, as a community, and as individuals, perpetuate inequity. It is not only vital to our students' success but essential to our purpose.*

As the realities of recruitment and enrollment shift in response to a rapidly changing world, Portland YouthBuilders is seeking a dynamic, creative, responsive, results-oriented candidate to fill the position of Marketing and Outreach Coordinator. Leverage your sales and/or marketing experience to increase visibility and enrollment for a nonprofit committed to providing vocational and educational training to underserved communities. The Marketing and Outreach Coordinator will provide strategic, innovative design, implementation, oversight, and continuous improvement of marketing, outreach, and recruitment strategies for both the YouthBuild and the construction Bridge pre-apprenticeship programs in Multnomah and Washington counties for the admissions team. This position serves as a funnel, recruiting interested applicants that will be guided through the application process by other staff members on the admissions team.

The Marketing and Outreach Coordinator's primary role will be to generate leads and strategies that will ensure enrollment goals are met consistently. This may include copywriting, advertising, social media, referral partner relationship cultivation, hosting information sessions, presentations in the community, and whatever other strategies the successful candidate identifies as key to meeting enrollment goals. The Marketing and Outreach Coordinator will work closely with the communication and fundraising staff to align messaging with the organizational branding strategy. The Marketing and Outreach Coordinator will be evaluated based on their ability to maintain full enrollment for all programs and by their ability to ensure eligible young people in the community are aware of these educational and career development opportunities.

The successful candidate will be passionate about changing the lives of low-income young people who have traditionally been excluded from working in the construction and technology trades. PYB seeks a candidate who is outcome driven, responsive, creative, enthusiastic, a strong communicator, and comfortable and effective at working within diverse communities. The ability

to inspire young people to level up their career trajectories by pursuing a career in the construction or technology trades is essential.

***Women and people of color are encouraged to apply.**

Reports To: Education Director
Schedule: 40 hours per week (1.0 FTE)
Start Date: Upon successful recruitment of applicant
Compensation: Starting salary range of \$62,000 - \$70,000/year
Employment Status: Full-time, Regular, Exempt
Benefits: 7 weeks paid vacation--PYB is closed for most programming for 4 weeks in summer; 2 weeks in winter; and 1 week at Spring Break. (Paid Summer Break is prorated for the first year based on months of service.) Given that this position's responsibilities are tied to the admissions cycle, the Coordinator may need to take vacation at different times of the year than most staff, but will receive the same amount of time. Most state recognized holidays are paid and employees accrue 1 personal day/month. PYB contributes \$650/month to Section 125 cafeteria plan for health care benefits, flexible spending accounts, and/or retirement savings; and provides a dollar-for-dollar employer match for retirement contributions up to 3% of salary with immediate vesting. PYB provides employee-paid life and long-term disability insurance. PYB offers a dynamic environment with a great team of students and staff.

SUMMARY OF BROAD AREAS OF RESPONSIBILITY

- Design and execute a comprehensive community outreach and recruitment strategy to attract an adequate pool of eligible program applicants including:
 - *generate and implement innovative marketing strategies that result in full enrollment in all programs
 - *increase and maintain visibility of our program within the communities we serve
 - *identify, qualify, cultivate, solicit, and steward potential referral partners
 - *design copy and manage recruitment-focused social media accounts and regular newsletters
 - * design copy for advertising including mailers, community newspapers, radio ads, web-based outlets, billboards, brochures, flyers, etc.
 - *maintain/create/optimize systems for data collection
- Utilize a continuous improvement model to identify opportunities in the process, plan to improve, implement changes, and review the effectiveness of the initiative
- Collaborate with communication and fundraising department to ensure messaging is aligned with organizational branding strategy

QUALIFYING KNOWLEDGE, SKILLS, AND EXPERIENCE

- Demonstrated experience and competency in designing, implementing, and continuously improving an effective marketing/outreach strategy that resulted in increased visibility and recruitment
- Experience in outcome-based evaluation structures, such as sales

- Demonstrated experience, competency, and commitment to designing and implementing creative/innovative marketing strategies
- Demonstrated experience and competency with visual design principles and creative concept development
- Demonstrated experience, competency, and commitment to community outreach and recruitment
- Demonstrated experience in networking and/or developing community partnerships
- Supports the effective use of technology in marketing and promotion efforts; uses expertise in web marketing and social media to maintain full enrollment in all programs
- Ability to create systems that allow for data collection and analysis in order to achieve continuous improvement
- Demonstrated experience, competency, and commitment to serving a diverse population
- Ability to inspire and motivate young people
- Excellent organizational skills, multi-tasking abilities, attention to detail, and the ability to improvise and work through uncertainties
- Excellent written and verbal communication skills
- Capacity to collaborate with colleagues across departments
- Proficiency with Google Docs suite, Microsoft Office, Canvas, Zoom, Meta advertising, and other relevant software preferred
- Valid Oregon Driver's License and strong driving record (position will include local travel for outreach activities)
- Bilingual preferred
- Ability to pass a criminal background check and drug test

APPLICATION INSTRUCTIONS

To apply: email resume and cover letter to Zack Kerrissey, Education Director zack.kerrissey@pybpd.org. **Applications will be reviewed as they arrive until the position is filled. Please send your cover letter and resume as attachments (Word or PDF).** No phone calls or visits please. **For more information,** visit our website at www.pybpd.org.

Portland YouthBuilders' mission connects us to people and communities across Portland. We are proud to be an equal opportunity employer and do not discriminate on the basis of race, color, sex, sexual orientation, age, religion, creed, marital status, national origin, political affiliation, disability, veteran status, or any other classifications applicable by law. Portland YouthBuilders is committed to the diversity of our people, programs and services. The organization acts affirmatively in the employment and advancement of qualified people of color. Auxiliary aids and services are available upon request to individuals with disabilities. TTY1-800-735-2900.

PYB employees and full-time volunteers must successfully complete a criminal background and drug test check prior to employment. Portland YouthBuilders is a Drug Free Workplace and adheres to the requirements of the Drug Free Workplace Act. Portland YouthBuilders' students and staff are subject to random drug tests.

- This program is funded 25% through a federal award of \$1.5 million from the U.S. Department of Labor – ETA for the YouthBuild Program Initiative.
- This program financed in part with funds provided through Worksystems, Inc. from the U.S. Department of Labor, the City of Portland, and the Department of Housing and Urban Development.
- PYB is an AmeriCorps program and students who are AmeriCorps members are eligible for an education award.



AmeriCorps