



JOB ANNOUNCEMENT

OUTREACH AND ENROLLMENT SPECIALIST

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.*

Portland YouthBuilders is seeking to fill the position of Outreach and Enrollment Specialist who can increase visibility and enrollment for a nonprofit committed to providing vocational and educational training to underserved communities. The Outreach and Enrollment Specialist will design and implement outreach and recruitment strategies in order to ensure enrollment goals are met consistently. Additionally, the Outreach and Enrollment Specialist will work closely with the Development team to coordinate social media posts and align messaging with the organizational branding strategy.

The Outreach and Enrollment Specialist is the point of contact for interested applicants and their support networks, and is responsible for gathering and recording various documentation, assessing applicants' readiness for a demanding program, ensuring mutual fit, assessing need and supporting barrier removal, tracking data and information, facilitating orientation workshops, and preparing applicants to enroll in our Job Readiness program.

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 **\$52,000 - \$62,000/year** (equivalent of \$25.00 - \$29.81/hour)
Employment Status: Full-time, Regular
Benefits: **Seven weeks paid vacation per year during PYB closures** -4 weeks Summer Break, 2 weeks Winter Break, and 1 week Spring Break- since this position's responsibilities are tied to the admissions cycle, the Specialist will work with their supervisor to arrange vacation at slightly different times of the year, but will receive the full seven weeks; most state recognized holidays paid; 12 days per year Personal Time Off; \$700/month added to salary for Section 125 cafeteria plan to cover employee's health care benefits, flexible spending accounts, and/or retirement savings; dollar-for-dollar employer match for retirement contributions up to 3% of salary with immediate vesting; employer-paid life and long-term disability insurance; dynamic environment with great team of students and staff.

SUMMARY OF BROAD AREAS OF RESPONSIBILITY

- Design and execute a comprehensive community outreach and recruitment strategy to attract eligible program applicants and ensure full enrollment:
 - Identify and implement effective marketing strategies
 - Increase and maintain visibility of our program within the communities we serve
 - Develop and strengthen potential referral partner relationships
 - Collaborate with the Development team to design copy and manage recruitment-focused social media accounts and regular newsletters
 - Maintain, create, and improve systems for data collection
 - Draft reports on outreach and enrollment activities
- Support young people through the application process including:
 - Lead weekly informational sessions
 - Assess applicants' eligibility and program readiness
 - Point of contact for referring school districts
 - Provide individualized assistance to applicants coordinate with other departments to identify student need in order to reduce barriers to successful enrollment
 - Coordinate with other PYB departments
 - Attain required documentation to ensure applicant eligibility
 - Administer educational testing
 - Coordinate and facilitate new student orientation
- Data Entry and Records Keeping
 - Maintain detailed and accurate applicant eligibility files
 - Ensure data entry is timely and accurate

QUALIFYING KNOWLEDGE, SKILLS, AND EXPERIENCE

- Demonstrated experience and competency in designing, implementing, and continuously improving effective outreach strategies that resulted in increased visibility and recruitment
- Experience in outcome-based evaluation structures
- Experience and competency with visual design principles and creative concept development
- Experience with community outreach and recruitment
- Demonstrated experience in networking and/or developing community partnerships
- Ability to provide clear and actionable feedback to interested applicants

- Experience supporting young people with growth and improvement such as mentorship or coaching
- Ability to create systems that allow for data collection and analysis for continuous improvement
- Experience serving a diverse population
- Ability to inspire and motivate young people
- Public speaking experience
- Excellent written and verbal communication skills
- Capacity to collaborate with colleagues across departments
- Proficiency with Google Docs suite, Microsoft Office, Canva, 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
- Ability to pass a drug test for illegal substances

APPLICATION INSTRUCTIONS

To apply: email resume and cover letter to Zack Kerrissey, Education Director, jobs@pybpd.org. **Due to lower staffing over summer break, applications will be reviewed through July, with in-person interviews beginning late July/early August. 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.

