



Job Description

Job Title: Outreach Coordinator
Location: New York, NY & Bronx, NY
FLSA Status: Full Time, Non-Exempt
Classification: Professional
Department: Immigrant & Refugee Services **Program/Contract:** Refugee Resettlement
Reports to: Director of Resettlement Operations
Supervisory Responsibilities: Yes No

Summary: The Outreach Coordinator develops and implements targeted outreach initiatives with the primary goal of increasing client enrollment in Refugee Resettlement programs serving refugees, asylees, victims of human trafficking and other eligible humanitarian immigrants. Position responsibilities include providing community education, conducting advocacy, and building relationships with diverse community-based organizations, including NYIC members, pro bono and private legal providers, non-profit organizations, community-based groups, healthcare providers, faith-based partners and more. The Outreach Coordinator works collaboratively within the Refugee Resettlement Department and the Immigrant and Refugee Services Division to ensure client awareness of services, and to creatively and effectively engage eligible populations, as well as identify, develop, and actively pursue new outreach strategies, methods, and opportunities.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

- Outreach Coordination
 - Design, plan, and implement educational, recruitment focused, and advocacy related outreach initiatives.
 - Organize virtual and/or in-person meetings across NYC and the Lower Hudson Valley with relevant parties to increase awareness of Refugee Resettlement programs and client eligibility.
 - Build sustainable, mutually beneficial partnerships with immigration legal service providers and other related agencies.
 - Plan, attend, and/or exhibit at relevant immigration related conferences and events to promote and explain Refugee Resettlement programs
 - Establish trusting relationships with community leaders to further recruitment efforts
- Administration
 - Design and implement overall client outreach strategy using multiple approaches (national and state-level advocacy, information dissemination, developing and enhancing online outreach, community engagement, traditional advertising, etc.)

- Create, update, and disseminate promotional and educational materials specifically aimed at relationship building and client recruitment; collaborate to ensure materials are translated and accessible for various populations
- Maintain comprehensive and organized tracking of all outreach efforts; analyze and report on data
- Calendar and systematize outreach efforts.
- Contribute to social media efforts and other creative recruitment tactics

Position Type and Expected Hours of Work:

This is a full-time position, 9:00 AM – 5:00 PM, days of work are Monday - Friday. Occasional evening or weekend hours may be required.

Working conditions and physical demands required:

The demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

- Ability to travel regularly throughout the service delivery area at least 50% of the time using reliable transportation, traversing streets, ascending/descending stairs, and exposed to outside weather conditions.
- Remain in a stationary position at a workstation and use a computer approximately 40% of the time.
- ***COVID-19 Adjustment: Position will be onboarded virtually. Potential to orient to the physical office space in person depending on CDC and agency requirements at the time of onboarding. Updates to protocol are implemented on a regular basis.

Qualifications

Education and/or experience required:

- Bachelor’s Degree, in human services, non-profit management, or a similar field of study. Comparable years of related professional work may be substituted.
- Minimum of two (2) years' relevant work experience in conducting outreach (in addition to the above).

Skills, Licenses, and/or competencies *required*:

- Highly motivated self-starter with excellent problem-solving skills combined with the ability to multi-task, prioritize duties, and manage time effectively. Strong attention to detail
- Strong presentation, communication, facilitation, leadership, and advocacy skills
- Ability and willingness to work collaboratively with other staff and stakeholders to meet program goals
- Record of building mutually beneficial partnerships with organizations
- Capacity to work and communicate effectively and sensitively in a multi-cultural environment
- Knowledge of current advocacy issues in immigration impacting refugees, asylum seekers, asylees preferred
- Bilingual, English and one of the predominant languages of the local client base (included, but not limited to: Spanish, French, or Arabic)
- Proficient in MS Office Word, Excel, Outlook, SharePoint, etc.

Collaboration

- Work collaboratively with Refugee Resettlement team to deeply understand client populations and programs, and to conceptualize outreach objectives
- Participate in program meetings, staff development activities, and other meetings as necessary to discuss project progress, including accomplishments, community planning and action steps, and challenges
- Engage in partnership building to develop resources that benefit programs and clients.
- Perform additional duties designated by the Director of Resettlement to achieve success of programs.