



Job Title

Community Outreach & Enrollment Manager

Compensation: \$52,000-\$60,000

Classification: Full-time, Exempt

Reports to: Director of Strategic Partnerships & Program Development

Staff Supervision: Yes

Role Summary

The Community Outreach & Enrollment Manager is an essential internal role at FLOC under the supervision of the Director of Strategic Partnerships & Program Development, the Community Outreach & Enrollment Manager guides and executes a strategic plan to recruit volunteers for FLOC's DC-based educational programs. We are looking for a detailed oriented individual who will be responsible for managing our student and volunteer database as well as volunteer opportunities. The manager will supervise 1-2 individuals who will support the recruitment and orientation of new and returning volunteers into FLOC's school year and summer programs. They will also manage and guide the student enrollment process. This position does require an individual who will be comfortable working independently in the field as well as in an office setting

Work You'll Do

The Community Outreach & Enrollment Manager will responsible for the following tasks:

Volunteer Recruitment and Intake (50%)

- Facilitates activities to generate interest for community-based programs including flyering, community partnerships, tabling events, and more. Recruits new volunteers into the organization's tutoring and college access programs. FLOC seeks an estimated 250 volunteers annually to work directly with youth.
- Create and maintain partnerships that support volunteer recruitment, retention and training. Maintain outlined responsibilities for successful partnerships for example database training, timekeeping, surveys and partner meetings.
- Promptly follows up with interested families and volunteers and ensures they complete an application. Use marketing tools not limited to outreach programs and partnerships, emails, internet postings and social media ads to advertise volunteer opportunities. Monitor marketing efforts for efficiency and ensure volunteer opportunities are up to date.
- Promptly follow up with a caseload of applicants and help them through the intake process, including phone and in-person conversations and group presentations. Ensure prospective volunteers meet the requirements of the program prior to start. Ex. background checks, availability. Manage timely communication with prospective volunteers during the application and orientation process.
- Provide a great deal of communication to interested volunteers by responding to any concerns and questions promptly. Create and assess recruitment, application and enrollment processes for effectiveness and efficiency.
- Create and maintain collegiate, service organization and other community based organization relationships that support diverse volunteer recruitment.



- Assists with monitoring and maintaining volunteer databases. Manage and maintain participant databases for accuracy.
- **Requires a generous amount of community engagement outside of the office.*

Student Recruitment and Intake (25%)

- Plans a variety of community outreach strategies for student recruitment at FLOC's community-based programs, including flyering and school visits and other recruitment events. Creates and maintains student application. Manages effective and timely communication with parents or guardians during the enrollment process. Manage dual enrollment in programs, waitlist and initial pairing with volunteers.
- Maintains existing partnerships with contacts at schools and nonprofits for student referrals, and pursues other strategic partnerships for student recruitment and referrals.
- Works with the Director of Strategic Partnerships & Program Development to continually refine and improve the student recruitment process, including flyering, tabling events, community partnerships, and more. Creates marketing tools not limited to fliers, postings and or facilitating activities as well as participating in tabling events to generate interest in programs.
- Promptly follows up with a case load of potential volunteers and guides them through the intake process. Collaborating with the Program team to ensure knowledge of the impact of our services and participant experiences, progress and growth to accurately answer questions from the community, parents, educators, etc.
- Experience in public relations. Identifying and participating in DCPS and community events to continuously market programs not limited to back to school events, engagement with Parent Associations, educators, etc.
- Facilitates volunteer orientations and engagement. Collaborates with Program Manager on development and implementation of parent/guardian orientation.
- Works with the Development team to create recruitment strategies and events in an effort to recruit students and volunteers.
- Knowledge in advertising marketing analytics.
- Contributes to strategy development around volunteer recruitment. Creates and implements student recruitment strategy with support of direct supervisor.
- **Requires a generous amount of community engagement outside of the office.*

Strategy, Research and Planning (15%)

- Collaborates with organizational managers and the leadership team to develop strategy around annual goals and metrics of success.
- Creates and implements an annual team work plan.
- Creates and implements individual development plans.
- Participates in quarterly assessment and quality control meetings.
- Assesses and updates standard operating procedures for efficiency.

Other Duties (10%)

- Manage FLOC's website by updating links and seasonal program information
- Manage FLOC's social media presence; maintain program awareness to attract volunteers and increase brand awareness
- Managing recruitment and outreach coordinators and interns. Management responsibilities of coordinators, interns and seasonal staff. Conducting regular check-in



and team meetings. Promoting staff growth and development. Completing annual performance evaluations.

- Maintains accurate records and assists in reporting on recruitment goals and outcomes.
- Maintaining a small annual outreach, recruitment and retention budget.
- Perform other duties as assigned.

About the Team

The Community Outreach & Enrollment Manager will join a talented team of mission-driven staff that believes in the mission and vision at FLOC.

For Love of Children operates two programs that allow students to improve their educational skills and transform their lives. The Neighborhood Tutoring Program (NTP) helps students in grades 1-12 achieve grade-level competency in reading and math through one-on-one attention and a structured, step-by-step curriculum. The City Leaders Program serves students in grades 6-12 and beyond, helping them gain the skills needed to graduate from high school, pursue higher education, and succeed in college and career.

The Recruitment and Outreach team at FLOC ensures that these two programs have the volunteers and the students they need to be able to run full, strong, and successful programs.

This individual will be expected to have excellent communication skills, be exceptionally motivated, extremely organized, and a highly committed rising star who will work in Washington D.C.

Now Let's Talk About You

You are someone with:

- Bachelor's degree or equivalent work experience
- Must be motivated, organized, possess excellent communication and have strong interpersonal skills
- 2 plus years' experience in community outreach, partnership development, parent engagement, volunteer recruitment, and/or marketing.
- Enthusiastic about the FLOC mission, education, and the nonprofit sector. Experience with FLOC programming is a plus.
- Knowledgeable about education, community-based organizations, or social services. Familiarity with the Washington, DC, community is a plus.
- Highly organized, detail oriented, and motivated to learn a variety of skills.
- Excellent oral and written communication skills.
- Strong computer skills, including Google Suites
- Fluent in Spanish is a plus.

FLOC's Vision

Our vision is a city where every child's potential – regardless of zip code, skin color or family status – is unlocked with a post-secondary degree, opening the doors to success in life.

We believe...

- Every child matters and is equally important.



- The best education combines quality in the classroom with enhanced learning opportunities outside the classroom.
- Every family who needs and wants these opportunities should have guaranteed access.
- Every child deserves a clear, viable path to a post-secondary degree.

Benefits

FLOC offers competitive salaries based on the experience and skills of employees. Additionally, FLOC provides a comprehensive benefits package that includes:

- Medical
- Dental
- Vision
- 403(b)
- Ancillary benefits

Next Steps

If this sounds like the sort of role for you, apply now. Please send your **resume** and **cover letter** in attachment form to recruitment@floc.org, with the subject line, “Community Outreach & Enrollment Manager.” Applications are accepted until the position is filled.

Equal Employment Opportunity Disclaimer

For Love of Children is committed to a policy of equal opportunity for all persons without regard to race, creed, color, sex age, religion, national origin, disability, citizenship, sexual orientation, political affiliation, or any other illegal basis or discrimination. Applicants and employees receive equal opportunity in recruitment, hiring, promotion, discipline, transfers, benefits, services, training, termination and all other personnel procedures. FLOC believes that every employee should have the opportunity to achieve his or her potential, limited only by individual ability to perform the work, level the effort, experience and training, and should be able to work in an environment free of discrimination or sexual or other harassment.