

Digital NEST

Job Announcement - Specialist or Senior Specialist in: Recruitment, Outreach, Attendance & Retention (ROAR)

Job Title: Specialist or Senior Specialist in Recruitment, Outreach, Attendance & Retention (ROAR)

Compensation:

- Specialist-level: \$18.50-\$21.00 per hour
- Senior Specialist-level: \$19.75-\$22.50 per hour

Full-Time: 100% / 40 hours per week

Benefits: Health/dental/vision insurance, paid time off/flex holidays

Reports to: Gabriel Medina, Senior Manager, Program Planning & Operations

Location(s): Watsonville and Salinas

To apply, please send to ximena@digitalnest.org:

- Cover Letter
- Resume
- A sample list of 30 organizations and individuals in the Watsonville area that would be the network you would focus on to start outreach and recruitment were you to be hired for the job
- A sample recruitment flyer or a screenshot of a mockup of a social media post that you have created that showcases the NEST to a regional Latinx youth audience
- 3 professional references

The position is open until filled. We anticipate starting our first round of interviews the week of 9/30/19.

PRIMARY SPECIALIST-LEVEL RESPONSIBILITIES:

Conduct Outreach and Recruitment (50%-60%)

- Identify organizations, groups, individuals and locations as priority targets for outreach/recruitment efforts.
- Build and maintain robust partnerships between Digital NEST and related programs regionally, eg Sueños, PVUSD College & Career Centers, Cabrillo College, GEAR-UP, Upward Bound, UCSC Educational Development Center, Goodwill, etc.
- Develop expert knowledge of the NEST's youth job training, career development and positive youth development programs.
- Conduct youth outreach and recruitment for Digital NEST programs for young adults ages 14-24.
- Speak passionately, intelligently and accurately with parents/guardians, family, teachers, coaches and other trusted adults about the goals and benefits of NEST programs and about the positive contribution that having a career makes to the lives of individual youth, their families and communities.
- Produce and maintain documentation of all work activities, especially outreach and recruitment.
- Tailor youth outreach work to different audiences; make in-flight adjustments to the NEST's outreach messaging and engagement strategies to match them to the interest of the audience.
- Periodically assist program staff with coordination of programs and events to connect with previously-recruited youth and establish and maintain integration between outreach/recruitment and programming.

Develop and Deliver Recruitment and Outreach Content, Messaging and Materials (15%-20%)

- Create content on the NEST's social media platforms to promote youth knowledge of and participation in NEST programs; post fresh content on a frequent basis; monitor social media and respond in a timely manner to follower-posted messages and comments.
- Conduct market research (interviews, focus groups, surveys) with NEST program staff and with youth.
- Determine the look and feel of outreach materials based on the NEST's style guide and market research.
- Craft outreach messages and write copy for multi-media and print materials.
- Coordinate production of outreach materials, including scheduling and coordinating assistance from other NEST staff or consultants on design and production work that includes but is not limited to: copy-writing, graphic design, logo design, layout, printing, slide deck preparation, video production, video editing, art, art direction, etc.

Attendance & Retention Strategies - Design, Develop, Train Staff, Support & Monitor (15%-20%)

- Work with NEST program staff to set hard targets for season course enrollment and completion participant numbers.
- Base new outreach approaches/strategies and modify existing approaches/strategies based on market research.

Other (5%-10%)

- Be an evangelist for: a) the NEST's mission and values, b) the principles of culturally sensitive, positive youth development, c) youth career development, especially Latinx young adults' professional career launch d) equity in opportunity, learning and the standard of treatment/respect for individuals and groups that are vulnerable and/or under-represented in creative fields/the dominant culture/current economy and e) the importance of knowledge and skills in digital technology to the personal development of individuals and the economic and social health of communities, especially vulnerable communities.
- Represent the NEST in a professional, constructive and compelling manner to stakeholders at meetings, on social media, at public events and in media products or written publications.
- Provide general support to fundraising efforts expected of all staff: showcase members and member work, speak articulately about programming and be a model representative and evangelist for Digital NEST in the community.
- Follow organizational policies and procedures (eg keeps calendars and other documentation up-to-date, attends mandatory meetings); proactively and promptly communicates problems with policies and procedures to supervisor
- Contribute to the agenda for, attend, and actively participate in weekly program management meetings.
- Serve as a role model for Members regarding career aspirations, becoming tech-savvy and engaging in social enterprise.
- Live by, and uphold our work community's values and codes of conduct; proactively provide co-workers with praise for good work and with constructive criticism aimed at performance improvement.

- Participate in NEST evening and weekend programs and events on an occasional basis; facilitate youth involvement in these programs and events.
- Transport themselves to NEST facilities and to outreach locations; occasionally transport NEST youth to programs/events.
- Performs other duties and tasks assigned by supervisor.

HIGHER-LEVEL DUTIES/RESPONSIBILITIES FOR CANDIDATES AT THE SENIOR SPECIALIST LEVEL

Supervise Senior Assistant – Youth Outreach and Engagement

- Formally supervise, train and support the Senior Assistant with a particular focus on youth engagement strategies including but not limited to regular parent communication and semi-formal advising (goal setting, career exploration, education and training plans).
- Assess work performance on a weekly basis.
- Co-develop annual performance goals and quarterly performance objective milestones.
- Conduct semi-annual performance reviews.
- Support the development and achievement of supervisee’s career development objectives and professional development plan.

Attendance & Retention Strategies - Design, Develop, Train Staff, Support & Monitor

- Participate in seasonal program planning, advising program staff on youth needs and interests and informing staff of perceived misalignments between planned programs and youth interest and motivation.
- Coach program staff supervisors and program staff on strategies for engaging and building positive relationships with youth with the goal of retaining them in NEST programs, seeing them complete job training, launch careers and secure a living wage.

REQUIRED QUALIFICATIONS AT THE SPECIALIST LEVEL

- Bilingual Spanish/English.
- Availability for evening work and some weekend work.
- At least 1.5 years’ experience doing youth outreach for a youth-serving program or organization, ideally one similar to Digital NEST in terms of the kinds of programs offered and the kinds of youth served.
- A successful track record of meeting outreach and recruitment targets; past experience having recruited at least 50 youth, with at least 50% program retention, for a youth-serving organization or program, preferably one similar to Digital NEST.
- Excellent public presentation skills; experience of having done public speaking at 12 or more events and/or youth outreach activities/events, having engaged directly with youth and/or other audiences similar to Digital NEST’s priority populations.
- Possession of a well-developed, local network of organizational and individual contacts in the youth-serving field, for example with programs such as GEAR-UP, Upward Bound, the PVUSD College & Career centers and youth-serving professionals such as academic counselors, program coordinators, teachers, youth-ministering clergy, etc.

- A positive and energetic public presence that youth find appealing and authentic.
- Culturally competent with Latino culture, especially Chicax/Mexican culture, and youth subculture(s).
- Sensitive to issues of culture/ethnicity/race [sic], gender, sexual identity, class/SES and immigration status.
- An ally to people of color, women and lesbian, gay, bisexual, transgendered, queer, questioning, intersex, and asexual individuals and their allies (LGBTQIA).

Designing or Adapting/Modifying Outreach Programs and Campaigns

- Experience creating promotional content on social media, especially Instagram, and managing social media pages/platforms.
- Experience of having created at least six distinct pieces of outreach collateral, including at least two brochures or flyers, two multimedia “slide decks” or “pitch decks” at least two letters written for youth program participants or their parents, guardians or other trusted adults and at least one administrative form (eg an application).

Working with Youth as an Audience

- Basic familiarity with the youth career development field.
- Some familiarity with activity plans or lesson plans and learning goals and objectives.
- Ability to communicate constructively, effectively, respectfully and authoritatively with youth while in a leadership role.
- Basic behavior management skills for working with groups of youth.

ADDITIONAL, REQUIRED QUALIFICATIONS FOR APPLICANTS AT THE SENIOR SPECIALIST LEVEL

- At least one year of experience formally supervising at least one professional, para-professional staffer.
- Experience of having made a significant contribution to developing the overall outreach or recruitment strategy for at least one organization/program or initiative/campaign; experience modifying/adapting outreach strategies/approaches.
- Experience and skills in graphic design skills applicable to designing and producing multimedia and print materials.

GENERAL QUALIFICATIONS FOR ALL APPLICANTS

- High level of work-focus and productivity.
- Ability to organize and prioritize tasks for self and staff across multiple responsibilities.
- Excellent time management skills.
- Demonstrated resourcefulness and problem-solving skills.
- A valid driver’s license and a reliable, insured automobile.
- Must pass a fingerprint background check.
- All individuals hired to work at Digital NEST must be able to uphold our core set of values that allow us to nurture the full potential in the youth we serve, in our community, in our colleagues and in ourselves. Digital NEST employees are expected to:

- Act with love
- Hold other people in positive regard
- Serve as a positive role-model for the values, attitudes, and behaviors that will inspire youth to live meaningful lives
- Embrace the open-minded sharing of ideas and perspectives within a multicultural workplace
- Promote equality, challenge injustice, expand opportunity, and empower individuals, families, and groups to participate in the economic, political, and cultural life of society.
- Promote and live a healthy lifestyle
- Act locally and think globally
- Be open to a co-creative process
- Value and promote a growth mindset

PHYSICAL REQUIREMENTS:

- Maintain dexterity and coordination, sufficient to perform essential functions.
- Ability to sit for long periods of time performing desk-based computer tasks.
- The ability to be mobile (including, but not limited to walking, bending, squatting, crouching, twisting, kneeling, reaching, etc.).
- Applicant must be free of any physical condition, which, in the opinion of their physician, could be substantially aggravated by the job requirements or result in injury to the applicant.
- Ability to lift/carry/push/pull objects that weigh up to 35 pounds as needed.
- Ability to stand and walk for 1-3 hours a day during recruitment and tabling events

PREFERRED-BUT-NOT-REQUIRED QUALIFICATIONS

- Experience and skills in video production and/or still-photography applicable to producing multi-media presentations.
- Experience training youth in “soft skills” including, but not limited to: communication, teamwork, goal-setting, etc

TO APPLY:

Please send to ximena@digitalnest.org:

- Cover Letter; in your Cover Letter, please include statements about why are applying for this position specifically, and why you are interested in working for Digital NEST in particular.
- Resume
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