

POSITION: Community Outreach Specialist (Bilingual)

PAY GRADE: 4

YWCA Richmond

YWCA Richmond is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom and dignity for all. We work to transform individual lives and our community by creating access to opportunities, strengthening resilience, and advancing equitable systems for lifelong success.

Position Scope

The Community Outreach Specialist's role focuses on building strong, trusting relationships to actively engage community members, partners, volunteers, clients, and families in order to lead and support outreach education and community conversations that advance our mission of eliminating racism and empowering women. The purpose of this role is to increase engagement and awareness at the community level of YWCA Richmond services and mission elements, including domestic and sexual violence, early childhood education, racial and gender equity, and women's leadership. The bilingual community outreach specialist is committed to using equity as a process and an outcome of our work.

Duties: Primary responsibilities include, but are not limited to, the functions listed below:

Community Engagement

Identify outreach opportunities to partner with organizations, workgroups, and coalitions, as it relates to the mission elements. Participate in and represent YWCA at community workgroups, coalitions, and subcommittees. Build and enhance community connections with individuals and groups serving local neighbors and communities to identify specific barriers and opportunities focused on the mission. Develop and strengthen relationships with community partners to ensure regular, continuing, and/or evolving community education and outreach efforts. Work alongside the YWCA team to identify and develop community members as ambassadors and leaders in our mission. Work in coordination with the Advancement and Advocacy team to center policy positions.

Community Education and Outreach

Develop and implement a community outreach framework leveraging internal resources and partnerships for community engagement. Develop and implement program outreach content that is in line with an equity framework. Seek out opportunities to educate community members on mission-based issues. Facilitate workshops at times appropriate for partners (including nights and weekends). Acquire new opportunities for tabling events. Develop materials to provide accurate, culturally inclusive information pertaining to resources. Manage data and program outcomes for improvement and tracking purposes. Develop and administer program surveys and pre-and post-tests to appropriately track and monitor outcomes.

Awareness Month Events

Plan, organize, and execute awareness month event campaigns. Secure community partners for collaboration on awareness month events. Working with advocacy team, design campaigns to educate and promote awareness month topics. Advertise awareness month events to interested community members.

Volunteer Management

Recruit, interview, train, and coordinate YWCA Richmond's diverse volunteer base. Manage individual volunteers during tabling engagements. Attend community events to recruit prospective volunteers, ambassadors, teen peer facilitators, and community members to join in leadership initiatives.

Other Functions

This job description is intended to outline areas of responsibility, and there may be other duties assigned. The Community Outreach Specialist is encouraged to use their lived experience and ability to re-imagine solutions to effectively implement the goals of this position. Weekly meetings are held with the Director of Equity and External Affairs to discuss new ideas, opportunities, or challenges.

Qualifications

Required Skills & Experience

- Commitment to racial and gender equity; knowledge of social and racial justice environment and organizations of Richmond
- Passion for the mission of YWCA Richmond and seeking community-based solutions
- Proven ability to develop relationships and to work alongside and collaboratively with community members and partners from a diverse range of backgrounds
- 2-3 years of experience in some combination of community engagement, organizing, outreach, or education
- Combination of work experience, training, or Bachelor's Degree to successfully build relationships with community partners, manage volunteers, and develop resource materials
- Fluency in Spanish and bicultural skills and experience
- Experience with public speaking and facilitating groups/meetings
- Ability to communicate effectively verbally and in writing with a range of audiences
- Ability to work independently and as a part of a team
- Strong time management and organizational skills with the ability to meet a variety of project deadlines.
- Ability to work events on nights and weekends.

Preferred Skills & Experience

- Experience with creating, collecting, and interpreting program survey data
- Familiarity with computer programs such as Microsoft Suite and Google Docs
- Familiarity with Canva, website maintenance (WordPress), email marketing, and online communications is a plus
- Ability to adapt to changing work requirements and environment

This is a full-time, salaried position, with a pay ranging from \$40 - \$45K a year based on experience. This position reports directly to the Director of Equity and External Affairs and is an integral part of the Advancement and Advocacy team and serves at the YWCA Downtown office located at 6 North 5th Street, Richmond, VA 23219. During COVID-19, this position can work remotely with access to internet or in the office, following YWCA Richmond's COVID protocols. Flexible working hours are possible in consultation and coordination with the Advancement and Advocacy team. Position will likely include occasional evening or weekend meetings or trainings.

Staff demonstrates their understanding of the critical role volunteers play in helping YWCA achieve our mission by providing volunteers the resources and training needed to be successful, offering meaningful experiences, treating them with respect, and clearly communicating needs and impact of their contribution to the work of the organization.