



POSITION: Community Outreach Manager (Bilingual - Spanish)

PAY GRADE: 5

DEPARTMENT: Advocacy

REPORTS TO: Director of Equity and External Affairs

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 and Responsibilities:

As part of the Advocacy team, the bilingual (English and Spanish) Community Outreach Manager will focus on building strong, trusting relationships with community members, partners, and volunteers 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 Manager is a bridge builder and strategic thinker. This position will build thoughtful community engagement strategies and learning content in partnership with the violence prevention team, the domestic and sexual violence services team, and the Director of Equity and External Affairs.

Community Engagement and Outreach - 50%

- With the Director of Equity and External Affairs and across departments, develop and implement a bilingual (English and Spanish) community outreach framework focused on building trust and leveraging internal resources and partnerships for community engagement.
- Forge and enhance community connections with individuals, partners, and groups serving local neighborhoods and communities to identify specific barriers and ensure ongoing and/or evolving community education and outreach efforts.
- Assess progress of the outreach plan and develop strategies to address any barriers and/or new needs.
- Collaborate with YWCA Richmond's departments to maintain a full understanding of the current landscape of regional violence awareness, economic mobility, and prevention initiatives.
- Identify new outreach and events where YWCA's presence will build trust and ultimately engagement in Richmond and Chesterfield County.
- Work alongside the YWCA team to identify and develop community members as ambassadors and leaders in our mission.
- Participate in and represent YWCA at community workgroups, coalitions, and events.
- Attend community events to connect with and recruit prospective volunteers, ambassadors, teen peer facilitators, and community members to join in leadership initiatives.

Community Education - 30%

- Lead and facilitate presentations, community conversations, and events in English and Spanish focused on domestic and sexual violence awareness and responses, the value of early childhood

education, and racial and gender equity and justice. *NOTE: Presentations and events will likely happen in the evenings and some weekends, and YWCA provides flex time.*

- Collaborate with prevention team to facilitate single session workshops geared toward young people and adult caregivers and advocates.

Administration - 20%

- Lead internal meetings or training opportunities with YWCA staff to share insights from community engagement efforts to enhance program delivery and community-centered responses.
- With the Director of Equity and advancement team, prepare content for newsletters, awareness month digital campaigns, grant narratives, and impact reports.
- With the volunteer team, coordinate individual volunteers during tabling and outreach engagements.
- Continually measure and evaluate outreach and educational outcomes to ensure effective and culturally responsive engagement.
- Actively participate in departmental and organizational activities that contribute to YWCA's mission and impact.

Position Structure and Schedule:

Weekly meetings are held with the Director of Equity and External Affairs to discuss new ideas, opportunities, or challenges. Position will likely include evening or weekend outreach events, and flexible working hours are possible to accommodate these outreach events.

Required Qualifications, Skills and Experience:

- Commitment to racial and gender equity and justice; knowledge of social and racial justice environment and organizations of Richmond
- Passion for the mission of YWCA Richmond and seeking community-based solutions
- Fluency in English and Spanish
- Combination of lived experience, work experience, training, or degree in social work, public health, or community education
- 4-5 years of experience in some combination of successful community engagement, organizing, outreach, or education
- Ability to collaborate and build trusting, authentic relationships with community members, partners, volunteers, and colleagues, while maintaining professional boundaries
- Excellent verbal and written communication skills, including experience with public speaking and facilitating groups/meetings with a range of audiences in English and Spanish
- Pro-active communicator who leads with transparency, integrity, and compassion
- 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

YWCA Richmond is an equal opportunity employer with a commitment to equity.

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.