

Outreach Manager

30 Hours per Week Salaried Position

One Circle Foundation transforms lives through circles.

We train, consult, and equip youth serving providers to implement research-based circle program models and best practice evidence-based approaches. Girls Circle®, The Council for Boys and Young Men®, and Women's Circle® are gender-responsive, research-based circle models that develop safe and healthy relationships, build assets, and promote authentic diverse identities and encourage one another to live authentically in mind, body, heart, and spirit.

One Circle Foundation seeks an Outreach Manager to further our mission to promote resiliency in children and youth, families, adults, and communities by offering circle program models that create, restore, and sustain healthy relationships. One Circle Foundation recognizes that healthy relationships are the core element to a healthy individual, family, society, and world.

Position Summary

The Outreach Manager is responsible for outreach, sales and booking trainings via responding to incoming training inquiries in addition to generating new business via booking trainings and developing new contracts with potential and existing customers. Additionally, this position will work closely with the Executive Leadership Team to execute outreach and marketing strategies to new and existing customers to support growth to include supporting development, special events and fundraising activities.

The Outreach Manager will report directly to the Executive Director (E.D.) and will be responsible for the following:

Booking Trainings, Lead Generation and Account Management: (70%)

- Conducting new outreach to potential customers to generate new training contracts
- Responding to incoming training inquiries
- Maintaining and managing relationships with current and past customers to support their needs and generate future business opportunities
- Executing contracts, MOU's, invoicing customers post-training and processing and tracking receivables
- Posting new trainings on the OCF website and notifying the OCF team of newly booked trainings
- Conduct weekly meetings with E.D. to provide weekly updates on trainings
- Consistently and diligently logging leads and communications in Salesforce ongoing
- Liaison and interface between customers and National Training Specialist for ongoing training set-up, implementation, and post logistics
- Perform other duties as assigned by supervisor

Marketing and Outreach: (30%)

- In collaboration with the Executive Leadership Team, strategize, create, manage and execute marketing campaigns and promotions for trainings and curricula based on the strategies outlined in the Business Plan
- Promote OCF trainings through email campaigns and individual outreach to key contacts
- Research markets in training areas to create and execute an outreach plan, monitor registration numbers and increase outreach accordingly

- Create occasional press releases for each training to distribute through media channels
- Distribute and post fliers for upcoming trainings and curricula sales on key websites and calendars
- Discuss and schedule monthly newsletters and email blasts for special events in Constant Contact with Communications and Design Director
- Manage social media accounts on Facebook, Twitter and other social media outlets: draft copy, create graphics, and prepare weekly calendar for review
- Focus on engaging followers on Facebook, Twitter, and other social media outlets to ensure regular promotions of upcoming trainings, events, sales and curricula. Create and manage Facebook Event Pages
- Initiate, coordinate and maintain media sponsor relationships and ensure timely delivery of print, online and social media assets
- Support Executive Director and Associate Director with coordinating promotional partnerships with other non-profit organizations

Qualifications

- Bachelor's Degree
- 3+ years of sales and marketing experience, preferably for a nonprofit organization
- Results-driven, excellent communication and writing skills and the ability to work collaboratively and nurture effective, positive working relationships with leadership team, co-workers, clients, customers, and partners
- Ability to work independently but also as part of a committed team
- Ability to meet deadlines; work well under pressure; and communicate clearly, professionally, and personally with colleagues, customers, partners, and vendors
- Computer proficiency with Microsoft Word, Excel and database management systems including Salesforce
- Self-starter, able to show initiative, friendly, hospitable, hard-working
- Digital Marketing, Website and Online Content Management Experience
- Excellent skills with social media and other communication formats. Capacity to provide social media strategy, implementation, and oversight
- Ability to innovate, think strategically and conceptually and manage multiple projects simultaneously

In addition the ideal candidate will possess the following attributes and experience:

- Extremely high level of professionalism, collegiality, relational, self-motivating, organized
- Passionate about youth and families, healthy relationships and circle approaches
- Professional, creative, honest and trustworthy
- Flexible and able to deal effectively and politely with people from all backgrounds and in all types of difficult situations
- Ability to evaluate problems accurately and display good, sound, confidential judgment
- Motivated and flexible to change.

Compensation: \$40-47K+ starting salary with opportunity for increase based on performance after six-month review; excellent benefits including medical, dental, retirement plan, paid holidays and Personal Time Off (PTO).

To apply, please email your resume and cover letter to Giovanna Taormina: giovanna@onecirclefoundation.org

One Circle Foundation recognizes the significance of diversity and the value it brings to the workplace.