



Outreach Coordinator for Ask Benji

Background: Ask Benji is a cross-sector community initiative between Education Forward Arizona, Arizona State University, and other community and higher education partners. Ask Benji is a digital program dedicated to increasing FAFSA completion rates among Arizona high school seniors and providing resources and reminders for students going on to postsecondary education. Ask Benji is not a recruitment tool for any college or university.

Position Summary: The Outreach Coordinator for Ask Benji will report to the Program Manager for Community Initiatives and will be responsible for the development of outreach strategy as well as individual tactics in the implementation of a comprehensive marketing and communication plan for use in the recruitment and retention of targeted high schools and prospective students.

Job Responsibilities:

- Establish relationships with principals, school counselors, and teachers in target schools and districts, as well as other community-based college access professionals
- Work with district personnel and other contacts to develop new partnerships and signed agreements for Ask Benji
- Assist in the promotion of Ask Benji throughout the targeted schools to civic groups, school counselors, financial aid offices, school boards, and the community at large
- Maintain accurate database of all school contacts and communicate regularly regarding any FAFSA related workshops, deadlines that students and families must complete
- In coordination with school or district personnel, develop training and implementation plans for schools and districts to seamlessly embed Benji into their FAFSA completion initiatives. Maintain online/virtual Education Tool Kit for counselors and schools to utilize Benji resources for school or district marketing efforts, communications, meetings or presentations, and individual meetings with students
- Encourage school and district ongoing education by offering regular webinars or “office hours” providing technical assistance, virtual support, sharing best practices, & brainstorming new ideas
- Work collaboratively with the communications team to ensure program marketing, messaging, visual images, and branding align with needs and recommendations communicated by schools and districts
- Represent AzCAN program interests statewide
- Frequent travel to school sites will be required
- Assist with coordination of AzCAN member events and gatherings
- Provide expertise and skill in the creation of presentations or information graphics for AzCAN programs as needed
- Other duties as assigned

Required Skills and Competencies:

- Bachelor's degree in Education, Marketing, Communications, or related discipline and 1 year experience in an educational or business setting providing personalized customer service.
- Excellent presentation and public speaking skills, including creating presentations via PowerPoint or Google Slides
- Excellent verbal and written communication skills
- Excellent customer service and problem-solving skills

Personal Characteristics Desired:

- Shows a steadfast commitment to participating as a member of a fully integrated team
- Represents CSA in a consistently positive light and truly enjoys working with the public
- Ability to work independently, as well as collaboratively, within a team, build effective relationships, and manage multiple projects simultaneously

Salary: Commensurate with experience

Job Status: Full-time, exempt, salaried position with benefits package

Job Location: Phoenix, Arizona. US Work Authorization Required

This position is open immediately. The close date for applications is open until filled.

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Please combine the following documents in an email to jobs@educationforwardarizona.org:

- Current resume or CV
- Statement of interest and qualifications, based on this description.

No phone calls.

The statements in this description represent typical elements, criteria and general work performed. This is not an exhaustive list of all responsibilities, duties, and skills for this job. Education Forward Arizona is an equal opportunity, affirmative action employer. It is a strongly held value of the organization that opportunity is not limited by gender, race, class, sexual orientation, disability or age. All candidates will be evaluated on a merit basis.