



AdviseAZ Outreach Specialist

Education Forward Background: [Education Forward Arizona](#) was created through the collective will of diverse sectors and communities across the state to change the way people think about and support education as the key driver to improving the economy and the quality of life in Arizona. Education Forward Arizona is a new organization launched in August 2021 that combines the talent, resources, and missions of Achieve60AZ, Expect More Arizona and College Success Arizona to be an even stronger force for education. At Education Forward Arizona, we believe that improving the quality of education in Arizona will improve the quality of life for all Arizonans. The organization is focused on improving education outcomes for students at all levels by being a statewide voice for P-20 education, implementing effective programs, and advocating for policy change.

Position Background: AdviseAZ AmeriCorps program places current college students or recent college graduates in high schools to function as near-peer advisers. They collaborate with high school counselors and staff helping students navigate the complex college exploration process, take college admissions tests, apply to college, complete the FAFSA, and secure financial aid to pursue a postsecondary education.

Position Summary: The AdviseAZ Outreach Specialist will report to the Project Coordinator and will be responsible for the development of outreach strategies 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 AmeriCorps members and sites.

Job Responsibilities:

- Establish relationships with principals, school counselors, and teachers in target schools and districts, as well as other community-based college access professionals. Create and build pipelines with other college access programs.
- Work on community engagement and meet regularly with community members to discuss opportunities for hosting members and/or being a member.
- Work with district personnel and other contacts to develop new partnerships and signed agreements for AdviseAZ.
- Utilize current list of target sites and outreach contacts to begin developing relationships.
- Assist in the promotion of AdviseAZ throughout the targeted schools to civic groups, school counselors, school boards, and the community at large.
- Assist in the retainment of members by meeting regularly and planning and coordinating social events.
- Coordinate and plan service days for regional members and attend events.
- Facilitate and conduct pre-interviews with applicants.
- Schedule and attend site visits to monitor member status.
- Meet individually with members monthly both virtually and in person
- Assist and support monthly trainings and member orientations
- Maintain accurate database of all school contacts and communicate regularly regarding any college access events and application deadlines that students and families must complete.
- Continually build contact lists in Salesforce database and reaching out to contacts
- 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.
- Develop communication materials for recruitment and outreach.
- Represent AdviseAZ program interests statewide.
- Frequent travel to universities and colleges throughout Arizona for recruitment, fairs, and events.
- 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 Education Forward Arizona in a consistently positive light and enjoys working with the public.
- Ability to work independently, as well as collaboratively, within a team, build effective relationships, and manage multiple projects simultaneously.
- Willingness to travel throughout Arizona
- Work environment is hybrid (in-office and remote) to complete assignments and projects. Will need to be available for occasional evenings and weekends.

Salary Range: \$35,000 - \$40,000. Commensurate with experience.

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

Job Location: Phoenix, AZ. US Work Authorization Required

This position is open immediately. The close date for applications is open until filled. Visit educationforwardarizona.org to learn more about our organization.

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.

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.

All employees at Education Forward Arizona are required to be fully vaccinated for COVID-19 as a condition of employment. Education Forward Arizona complies with all obligations to provide reasonable accommodations in accordance with all applicable laws.