



Outreach Coordinator for Ask Benji

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 Summary: The Outreach Coordinator for Ask Benji will report to the Ask Benji Program Manager 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. 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

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 communication, networking, public speaking, and presentation skills
- Experience with outreach, marketing, and communications
- Proficient computer skills (Google Classroom, Microsoft Suite, Salesforce, etc.)
- Excellent customer service and problem-solving skills
- Shows a steadfast commitment to participating as a member of a fully integrated team
- Takes initiative, demonstrates creativity, personable and has a high level of professionalism
- Ability to build relationships with a variety of stakeholders to influence, motivate, and communicate effectively towards aggressive deadlines and ambitious goals
- Ability to manage multiple projects with strong planning and organizational skills
- Ability to work independently, as well as collaboratively, within a team, build effective relationships, and manage multiple projects simultaneously

Salary Range: \$38,000 - \$45,000. Commensurate with experience.

Job Status: Full-time, Exempt, Salaried position with benefits package, 35 hours per week.

Job Location: Phoenix, AZ. US Work Authorization Required.

Visit educationforwardarizona.org to learn more about our organization.

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

- Cover Letter (Statement of interest and qualifications, based on this description)
- Current resume
- Three professional references

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.