



AdviseAZ Outreach Specialist

Education Forward Background: [Education Forward Arizona](#) is a statewide education advocacy organization dedicated to championing education as the key driver to improving Arizona's economy and quality of life. Education Forward Arizona serves as the leading voice for promoting the state's Achieve60AZ education attainment goal and a shared action plan to move the goals of the [Arizona Education Progress Meter](#) forward. The organization's focus also includes mobilizing people and communities to advocate for policies and funding to improve educational outcomes across the Pre-K to postsecondary continuum and providing scholarships and programs that improve postsecondary attainment for Arizona's diverse student population. Learn more at [EducationForwardArizona.org](#).

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 exploration process of education beyond high school (i.e. college admissions tests, applications for colleges and trade schools, and secure financial aid through FAFSA completion and scholarships.)

Position Summary: The AdviseAZ Outreach Specialist will report to the Project Coordinator and will be responsible for the development of a comprehensive strategic outreach plan for use in the recruitment and retention of prospective and current AmeriCorps members and sites.

Job Responsibilities:

- Establish relationships with principals, school counselors, and teachers in schools and districts throughout Arizona, as well as other community-based college access professionals and organizations to promote AdviseAZ.
- Create and build recruitment and partnership pipelines with other college access programs both within EFA (i.e. Ask Benji, CKG, and Success Services) and the community, as well as utilizing social media platforms to promote and recruit (i.e. Handshake, LinkedIn, Indeed, Instagram, etc.).
- Engage the community through quarterly attendance at community events and meetings to discuss opportunities for serving as an AdviseAZ member or being a partner site where members can serve.
- Utilize the current list of partner sites and outreach contacts from Salesforce and School Tracker List to begin developing relationships, and continue to build and maintain an accurate database of all schools, contacts and communication using Salesforce and spreadsheets.
- Work collaboratively with the communications team to develop marketing materials, resources, and messaging to promote AdviseAZ that align with the needs of our community partners and sites.
- Represent AdviseAZ program interests statewide through attending conferences, summits, and other related events and utilizing EFA internal newsletters and communication platforms.
- Frequent travel throughout Arizona to visit colleges, universities, and other college access programs to promote AdviseAZ. Attend 2-3 events and fairs each quarter for the purpose of

recruitment and partnership development. Attend 1-2 events CKG sponsored events each quarter to network and promote AdviseAZ.

- Meet bi-weekly with Project Coordinator to discuss progress and develop any action plans for future outreach needs and ideas.
- Utilize the Best Practices resource and the Outreach Plan Template to guide monthly outreach effort.
- Work with Project Coordinator to plan and coordinate social events, local and regional AmeriCorps events, and service days for members to participate throughout the year.
- Collaborate with Project Coordinator on the member interview process, attending site visits to assess member service and site supervision, along with sharing caseload of monthly member check-ins, and assist with planning of and supporting monthly trainings and member orientation.

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: \$38,000 - \$43,000. 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.