



Youth Engagement Specialist 2024 Job Description

Scope and Position Responsibilities

The Youth Engagement Specialist is responsible for recruiting youth and high school students to participate in the CrossPurpose Leader Program as an alternative to traditional post-secondary pathways. The Youth Engagement Specialist will be responsible for building high-level partnerships directly with high school counselors, Denver Scholarship Foundation staff, and others to develop and maintain connections with non-profit organizations that serve youth and high school students. The goal is to leverage partnership opportunities to present and connect directly with youth and high school seniors.

Department: Central Services

Supervisor: Community Engagement Manager

Direct Reports: 0

Indirect Reports: 0

Major Areas of Responsibility

High School Recruitment Responsibilities (80%)

- Identify key partnership opportunities with high schools and organizations that provide supportive services to high school students
 - Meet with leadership/executives to create awareness of the CrossPurpose program as an alternative to traditional post-secondary options
 - Meet with staff members and key stakeholders to promote the CrossPurpose program and create a mutually agreed upon referral capacity
- Work with partners to develop simple and clear application pathways for high school seniors
- Connect directly with high school seniors to promote the CrossPurpose program
 - Attend career fairs and other events that provide resources for high school seniors
 - Create opportunities for high school seniors to engage directly with CrossPurpose
- Develop marketing and promotional materials that high schools can use to promote CrossPurpose
- Develop quality control and tracking metrics to accurately assess the success of high school students throughout the CrossPurpose program
- Complete phone and email follow-up cadences with interested students to encourage

follow-through and application

Partnership Support Responsibilities (20%)

- Support the Community Partner Liaison by building a strong network of community partnerships
 - Attend in-person events to promote CrossPurpose
 - Provide administrative and outreach support to open new partnership channels and initiate new partnerships
 - Provide administrative and tracking support to strengthen current partnerships

Qualifications

- A deep level of knowledge and understanding of the complexity of poverty and a familiarity working with issues of poverty
- Bachelor's degree in marketing, sales, communications, or related field
- 2+ years of B2B partnership building and/or sales experience
- 2+ years of direct-to-consumer marketing or sales experience
- Proven existing network of relationships with key stakeholders in Denver Metro high schools and similar organizations
- Strong interpersonal, written, and oral communication skills; proven ability to communicate with diverse audiences
- Strong organizational skills, attention to detail, high standards, initiative, and follow-through
- Proven ability to motivate others and solve problems
- Team player who is willing to collaborate with and support other staff team members when needed
- Must be able to work creatively within a budget and use innovation to find ways of more effectively managing resources
- Strong commitment to Christian faith

Hours, Compensation, and Benefits

Hours: 40 hours/week: Monday - Friday, 8 am - 5 pm; occasional other hours as scheduled by your supervisor for events.

2024 Salary/Wage: \$57,000 - \$68,4000 Annually (Relationship Specialist I)

Performance Bonus: Up to 5% of salary

Vacation: 15 days per year, plus the office is closed Christmas Day - New Year's Day, and staff have limited duties

Sick Days: 6 days per year

Insurance Benefits: Health, dental, vision, workers compensation, unemployment, short-term disability, long-term disability

These and other benefits are discussed in more detail in our Employee Handbook.

Employee

Date