



Community Engagement Specialist 2025 Job Description

Scope and Position Responsibilities

The Community Engagement Specialist is responsible for facilitating interaction and collaboration between CrossPurpose, the community it serves, various businesses, nonprofits, adult educational institutions, and community organizations, with a goal of generating referrals for the Leader Program.

Department: Recruitment and Admissions

Supervisor: Director of Community Partnerships & Engagement

Direct Reports: 0

Indirect Reports: 0

Major Areas of Responsibility

- Community Engagement and Relationship Building
 - Identify target audiences: Determine the key community groups or demographics that CrossPurpose should engage with for the Launch and Leader Program serving the Denver, Englewood, Arvada, and Aurora service areas.
 - Nurture current relationships with local community leaders, organizations, and influencers to enhance the organization's outreach effort through various communication channels.
 - Promote the organization's mission, services, and programs within the communities CrossPurpose serves.
 - Organizing community events, workshops, and activities to foster engagement and referrals to the CrossPurpose Leader Program.
 - Work closely with other organizations, agencies, and stakeholders to leverage resources and support for the community.
 - Distribute informational materials, and resources, to community members.
 - Manage and maintain our referral platform.
 - Demonstrate cultural awareness and sensitivity to effectively engage with diverse communities.
 - Prepare reports and documentation to share progress and outcomes with internal stakeholders.
 - Develop and implement resources to keep the community informed about CrossPurpose programs and initiatives.
 - Assess the needs of each audience of community sectors and develop a strategic marketing plan for their clients.
 - Design slide decks, marketing materials, and more to present to community stakeholders and their clients.
 - Develop and implement a scalable strategy for channel-specific sectors.
- Administrative and Meetings



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- Track all community outreach meetings and communications in Salesforce.
- Attend weekly department meetings.
- Complete weekly check-ins with Community Outreach Director
- Other duties as assigned.

Qualifications

- Bachelor degree in Business, Marketing, Communications, or a related field preferred
- Proven proficiency in Salesforce, Gmail, MailChimp, and Google Suite preferred.
- Strong written and verbal communication skills
- Detail-oriented and organized, must be excellent with follow-up and follow-through.
- Ability to work in a team environment.
- Ability to follow instructions.
- Ability to problem-solve, multi-task, complete work on time, and work independently.
- Deep passion for the CrossPurpose mission and values.
- Employee must provide a working laptop (PC preferred) and smartphone.

Hours, Compensation and Benefits

Hours: 40 hours/week: Monday - Friday 8:00 am - 5:00 pm, occasional other hours as scheduled.

2024 Salary/Wage: \$57,000 - \$68,400 Annually (Relationship Specialist I)

Vacation: 15 days per year, plus the office is closed Christmas Day - New Years 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.