



## Youth Engagement Specialist 2026 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:** Director of Community Partnerships and Engagement

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 with 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 the 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:** \$62,000 - \$74,4000 Annually (Relationship Specialist I)

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.