

JOB DESCRIPTION

Job Title: Outreach & Engagement Coordinator
Department: Sales
Reports To: Sr. V.P Sales & Distribution
FLSA Status: Hourly wages
Date: September 2023

SUMMARY

The Outreach & Engagement Coordinator works to develop and promote current and new outreach programs to further the growth of the Society. Works closely with members and independent life insurance agents, educating them on 1891 Financial Life member benefits. Assists in the development of outreach programs for younger members. Supports marketing efforts to communicate the value of membership, assists in promoting products and services, encouraging member engagement, and looks for opportunities to aid in public affairs efforts. Creates and develops outward Member Programs to encourage and attract new members to 1891 Financial Life. Coordinates support services for 1891 Financial Life Court/Impact Team events.

ESSENTIAL DUTIES AND RESPONSIBILITIES INCLUDE, BUT ARE NOT LIMITED TO:

- Engage (and enroll) in the mission and vision of organization and have a deep knowledge of member benefits in order to promote to all.
- Organize, develop, and support outreach events and other member functions and programs.
- Collaborate (Work) with established court/impact teams to develop membership drives annually.
- Create and develop new membership programs and events for adult and junior members.
- Lead workshops, showing members how to organize successful outreach events.
- Maintain inventory of relevant promotional items for Court and Agent use.
- Create and develop relationships with Internal Wholesaler, Independent Agents, and 1891 team for the creation (on) of new members.
- Develop relationships primarily with Illinois, Indiana, and Wisconsin Catholic schools and parishes to increase awareness and promote membership – and in any other location where there is an active court or agent.
- Annually review member benefits and activity programs with CEO and Management,
- Track spending and process all paperwork timely for scholarships, grants, and hearts and hands programs.
- Meet KPI's established and provide a summary of weekly activities to manager.
- Log all calls into CRM system daily.
- Shoot video and take photos at (in) various events.
- Produce and gather content for monthly member newsletter, social media and other media.
- Work with internal graphics team and create marketing material to promote events.
- Track spending related to workshops, outreach events, and travel via expense reports.
- Assist in and track Court volunteer and fund-raising activity reporting.

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION AND/OR EXPERIENCE:

- Bachelor's Degree in marketing, communication or public relations, business-related field from an accredited university.
- 3 years of outreach in community or related work experience.
- Strong verbal and written communications skills.
- Ability to effectively present information to top management, public groups, and boards of directors.

- Strong marketing, fundraising and event development background.
- (Requires) Experience in special events management, promotion, communications, information dissemination techniques and methods.
- Proven ability to create, develop, and implement strategic programs and tactics.
- Proven knowledge in market and customer research.
- Ability to gather and summarize data for reports.
- Demonstrated ability to handle multiple projects simultaneously.
- Ability to find solutions to various administrative problems.
- Ability to prioritize work within compressed timelines.
- Innovative with medium stress tolerance and good decision-making skills.
- Positive attitude.
- Ability to travel involves during the week and on weekends, twice a month.
- Bilingual – a plus – Spanish, polish, Russian, Armenian, Hmong
- Show ability to work collaboratively with Home Office staff.
- Microsoft Office proficiency (Outlook, Teams, Word, Excel, File Explorer).
- Superior written and verbal communication skills.
- Adobe Creative Suite knowledge and experience.

COMMUNICATION SKILLS:

Ability to read, analyze and member reports, contracts, certificates, and legal documents. Ability to respond to common inquiries or complaints from customers or members of the business community. Ability to communicate and articulate clearly at events or in a public forum. Understand and internalize the 1891 Mission.

MATHEMATICAL SKILLS:

Ability to calculate simple math figures and amounts such as discounts, interest, and percentages.

REASONING ABILITY:

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

COMPUTER SKILLS:

To perform this job successfully, an individual should have knowledge of Word Processing software and Spreadsheet software.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this Job, the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms and talk or hear.
- Employees may occasionally be required to lift and/or move up to 10 lbs.
- Travel is expected for this position to membership drives and events.
- Specific vision abilities required by this job include close vision and distance vision.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is in a typical office environment.
- The noise level in the work environment is usually moderate.