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<b>Job Title</b>	Outreach Specialist
<b>PVN ID</b>	JJ-2408-006414
<b>Category</b>	Instruction and Social Service
<b>Location</b>	JOHN JAY COLLEGE OF CRIMINAL JUSTICE

<b>Department</b>	
<b>Status</b>	Full Time
<b>Annual Salary</b>	\$54,000.00 - \$54,000.00
<b>Hour(s) a Week</b>	35
<b>Closing Date</b>	Dec 10, 2024 (Or Until Filled)

## General Description

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The Outreach Specialist at the Institute for Justice and Opportunity serves as a key team member, responsible for providing the first point of contact and facilitating the orientation of incoming participants from diverse backgrounds in the community and correctional facilities. The Outreach Specialist will implement trauma-informed practices to engage individuals interested in programs such as College and Career Pathways, Prison to College Pathways, and Tech Training.

This role includes conducting outreach, providing short-term case management, maintaining stakeholder relationships, and effectively using technology and social media to communicate with potential students.

### **ABOUT THE INSTITUTE:**

As a champion of institutional, structural, and personal transformation, the John Jay College Institute for Justice and Opportunity (The Institute) opens doors and eliminates barriers to success for people who have been involved in the criminal legal system. The Institute has a diverse portfolio of projects that focus on identifying what it takes for people to live successfully in the community after justice involvement and on increasing the effectiveness of the professionals and systems working with them. Recognizing the transformational power of education, the Institute focuses much of its work on increasing access to higher education for people with criminal histories. The Institute's comprehensive and strategic approach includes direct service, research, technical assistance, and policy advocacy. To learn more please visit our website: <https://justiceandopportunity.org/>

The Institute prides itself on being the leading organization in NYC that works with individuals who often face extreme barriers to employment, current or former homelessness, substance abuse disorders, and/or low educational attainment.

### **Supervisory Responsibilities:**

- No direct supervisory responsibilities.

### **Duties and Job Responsibilities:**

### **General Responsibilities:**

- Conducting at least four to six virtual or in-person information session presentations and/or discussions with community partners monthly.
- Traveling citywide to attend and participate in community events and public meetings.
- Contributing to cultivating and maintaining relationships with referral partners, including elected officials' offices, civic boards, community boards, public housing coordinators, other referral and community partners, and police-community affairs and community council representatives.

### **Outreach Planning and Administrative Tasks:**

- Work with the Director to identify and conceptualize outreach campaign strategies that meet and exceed quarterly goals.
- Cultivate relationships with job seekers and referral partners that generate candidates applying to and enrolling in The Institute.
- Assist with developing content for electronic and print communications, including social media in partnership with the Senior Director of Program Services and Development Department.
- Act as the primary contact for individuals exploring Institute programs, providing guidance with a non-judgmental and anti-oppression lens.
- Expertly navigate and recruit for the Institute's programs, ensuring a seamless transition for new members by coordinating closely with the Coordinator of Onboarding.
- Use creative communication strategies across multiple platforms including social media, Zoom, PowerPoint, texting, and other digital formats to engage potential students.

### **Case Management and Support Services:**

- Provide trauma-informed case management services to ensure participants receive necessary support, maintaining detailed case notes and producing required data for reports.
- Regularly participate in team meetings to discuss updates and strategies for improving service delivery.

### **Resource Identification and Outreach:**

- Work collaboratively with team members to identify and establish new referral partnerships and service providers.
- Attend and participate in various community events, open houses, and resource fairs to broaden outreach efforts and document interactions.
- Facilitate orientations and informational sessions, adjusting approaches to meet the diverse needs of prospective students and documenting outcomes for continuous improvement.

### **Documentation and Reporting:**

- Ensure timely documentation of all outreach and direct service activities in the Institute's database, maintaining data integrity and compliance.
- Track and report on outreach efforts and direct services provided, utilizing feedback to enhance future strategies.

## **Other Duties**

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- Engage in ongoing professional development to stay informed on best practices in trauma-informed care and effective outreach methodologies.
- Undertake additional tasks as requested by supervisors that align with the job role.
- Attend and participate in institute-wide events as required.
- Perform other duties in accordance with the scope of the role.

#### **Required Physical Abilities:**

- Ability to lift to 35 pounds as needed.
- Capability to navigate public transportation and drive within the Tri-State area for outreach purposes.

## **Qualifications**

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#### **Required Skills/Abilities:**

- Proficiency in public speaking and the ability to engage audiences through various communication formats including presentations, emails, and social media platforms.
- Demonstrated understanding of trauma-informed practices and the ability to interact effectively across diverse racial, social, and cultural groups.
- Strong commitment to educational access and equity, particularly for justice-impacted individuals, with a focus on non-judgmental and anti-oppressive service delivery.
- Excellent organizational and time-management skills, coupled with robust client-engagement abilities.
- Ability to work independently and collaboratively in a dynamic and changing environment.
- Proficient in using Microsoft Office, Google Suite office software and electronic data tracking tools, i.e., Salesforce.
- Deep understanding of the social service landscape in New York City, especially related to reentry and college access.
- Strong interpersonal, customer service skills and organizational skills.
- Excellent problem-solving abilities with proactive solution development.
- Skillful oral and written communication skills with strong administrative skills.
- Ability to take initiative, work within a team, and follow through independently on required tasks.
- Ability to shift priorities, multi-task, and prioritize a high volume of initiatives.

#### **Education and Experience:**

- High School Diploma or equivalent required; Associate degree preferred.
- A minimum of two years' experience in Community Outreach work or community-centered activities.